

WOMEN'S HISTORY MONTH: *Still making strides*

MARCH 2007

Facets

for women

Women's work

Math? Science?
Forklift driving?

Meet four women who can
show you how it's done



Let go of food guilt

Find freedom and health with a new way of eating

Who walked this way?

Read up on notable women
in Ames history

notes

from the newsroom



Get ready, ladies. You are about to be spurred into action.

I'm not sure what you are going to do — maybe you'll spring out of your chair to go to the gym, or to the library for a book on Marie Curie for your daughter, or maybe you'll roll up your sleeves and power-clean your house. Maybe you'll even decide you need to run for office or to pursue your dream job.

I'm not sure what you'll do, but I do know it would be nigh impossible to be unmotivated by all the great stories of women's accomplishments in this issue of Facets.

• **LOOKING BACK:** Ever wonder who Mary Greeley was, or who Duff Avenue is named after? Get your bearings on Ames geography, and perhaps even on women's role in the scope of local history with Kathy Svec's tribute to notable Ames women. Then journey on to the 1960s, when writing played a key role in the advancement of women's issues. Regular columnist Nancy Lewis and her husband, Ed, played their own role in the changes taking place in that turbulent time.

• **LOOKING AROUND:** Don't underestimate the history being made by women today as they venture into fields once declared "men only." Meet four local women who have redefined "women's work," and their chosen fields are that

much the better for it. Kathy Petersen introduces us to two local women who give us their "words to live by" as they provide women with two essentials: a helping hand in the world of politics, and chocolate.

• **LOOKING FORWARD:** If there are things holding you back from reaching your goals, there are two more articles to read. Registered dietician Judy Trumpy tells us about the freedom of intuitive eating, and Joanne Pfeiffer shares her story of how a broken dream became the foundation for a new life.

This issue is awash in inspiration. Dive in, soak it up and use it as you will!

— Heidi Marttila-Losure, editor



You can sleep easy if Geisinger Construction is doing your remodel, addition, bath or kitchen.

We can do the whole project start to finish.



CONSTRUCTION

Residential • Light Commercial • Farm

515-232-8951 • 515-203-0729

Celebrating
women's history,
past and present

WELCOME TO Facets

Facet > 1. One of the flat surfaces cut on a gemstone.
2. The particular angle from which something is considered.

FACETS IS A SUPPLEMENT TO THE TRIBUNE

contributors

EDITOR

Heidi Marttila-Losure

FACETS PAGE DESIGN

Linda Oppedal

GRAPHIC DESIGNER

Christine Huebschman

ADVERTISING SALES

Call Karen Howard at
232-2160 for sales
information

COVER PHOTO

Nicole Wilson is proud to be
a "helpful hardware woman."
See story on page 16

Photo by Small Dog
Productions/232-3203

Next issue:

It takes a village
to raise a child

THE TRIBUNE

317 FIFTH STREET
AMES, IA 50010
(515) 232-2160

in this issue

2 NOTES FROM THE NEWSROOM

4 MARCH CALENDAR

6 NOTABLE WOMEN

Women who have paved the way
in Ames history

10 YOUR SAY

A different kind of 'chick lit':
Books from the 1960s challenged
assigned roles for women

12 FINANCE

Life's a little sweeter now for Coble
Bystrom spreads the word on
women's role in politics

16 COVER STORY

Who said this is men's work?

20 LITTLE GEMS

Avocados, test prep for teens and
what women really want

22 LET GO OF THE FOOD GUILT

Intuitive eating is listening to your
body's cues

24 FOOD BITES

Fresh from the Emerald Isle: A
recipe for crusty Irish soda bread

22 BOOK NOTES

"Girl Sleuth"

26 FITNESS

Fitness revolution: Personal trainer
has a history of success

28 YOUR SAY


Broken dreams can be a gift

30 FACETS FACES


New faces in leadership

31 HUE & CRY

Doing something with an ordinary life



Do you want to raise your ACT® score by as much as 5 points?
Sylvan has a tutor for that.



Sylvan can help your child prepare for the ACT® with test-taking techniques and strategies that work.

- Small group settings allow for individual attention.
- Sylvan uses only state-of-the-art course materials and practice tests.
- Your child will work with fully trained, caring teachers.
- See why more parents turn to Sylvan than to any other tutor. And why more teachers choose Sylvan for their own children.

Call 515-956-3366 today!
1601 Golden Aspen Drive, Suite 102
Ames, IA 50010

English • Math • Reading • Science • Reasoning
Writing and More!

FACETS calendar

Friday, Feb. 23 — Wine 101, with Giles Fowler, former wine columnist for the *Kansas City Star*, 5:30 to 7 p.m. at the Loft, 408 Kellogg Ave. Six wines will be discussed, and appetizers are included. The cost is \$10. For more information, call 233-5447.

Saturday, Feb. 24 — "Brunnier Bash: A Masquerade Ball," 7 p.m. at Brunnier Art Museum. Pull out those masquerade masks and put on your dancing shoes for a night of intrigue in the most elegant of settings. Single tickets are \$5, \$8 for couples, and tickets sold at the door are \$8 per person. For more information, go to www.museums.iastate.edu or call 294-4442.

Saturday, Feb. 24 — Barn Dance, 8 to 11 p.m. at the Collegiate Wesley Annex, 130 S. Sheldon Ave., featuring music by The Barn Owl Band and calling by Marcia Minear and Roger Alexander. Admission is \$5, or \$3 for students. No partner or previous experience needed.

Tuesday, Feb. 27 — "Communicate Effectively: Focus on E-mail" event by Snap! Creative Works, 11:45 a.m. to 1 p.m. at the Loft, 408 Kellogg Ave., hosted by Tammy Stegman. Research shows that most successful people are effective communicators. E-mail is a high-value tool; learn how to use it effectively and efficiently. Bring your own lunch. For more information, call 450-7757.

Wednesday, Feb. 28 — Reception to honor female legislators, 7:30 to 9 a.m. at the State Capitol in Des Moines. The event, sponsored in part by the Iowa Commission on the Status of Women, is free and open to the public.

Thursday, March 1 — "My Mother the Computer," Goldtrap Lecture by N. Katherine Hayles, 8 a.m., free, Sun Room, Memorial Union. Hayles will discuss how computer code affects every day life, and how the lines that once separated humans from machines have become blurred.

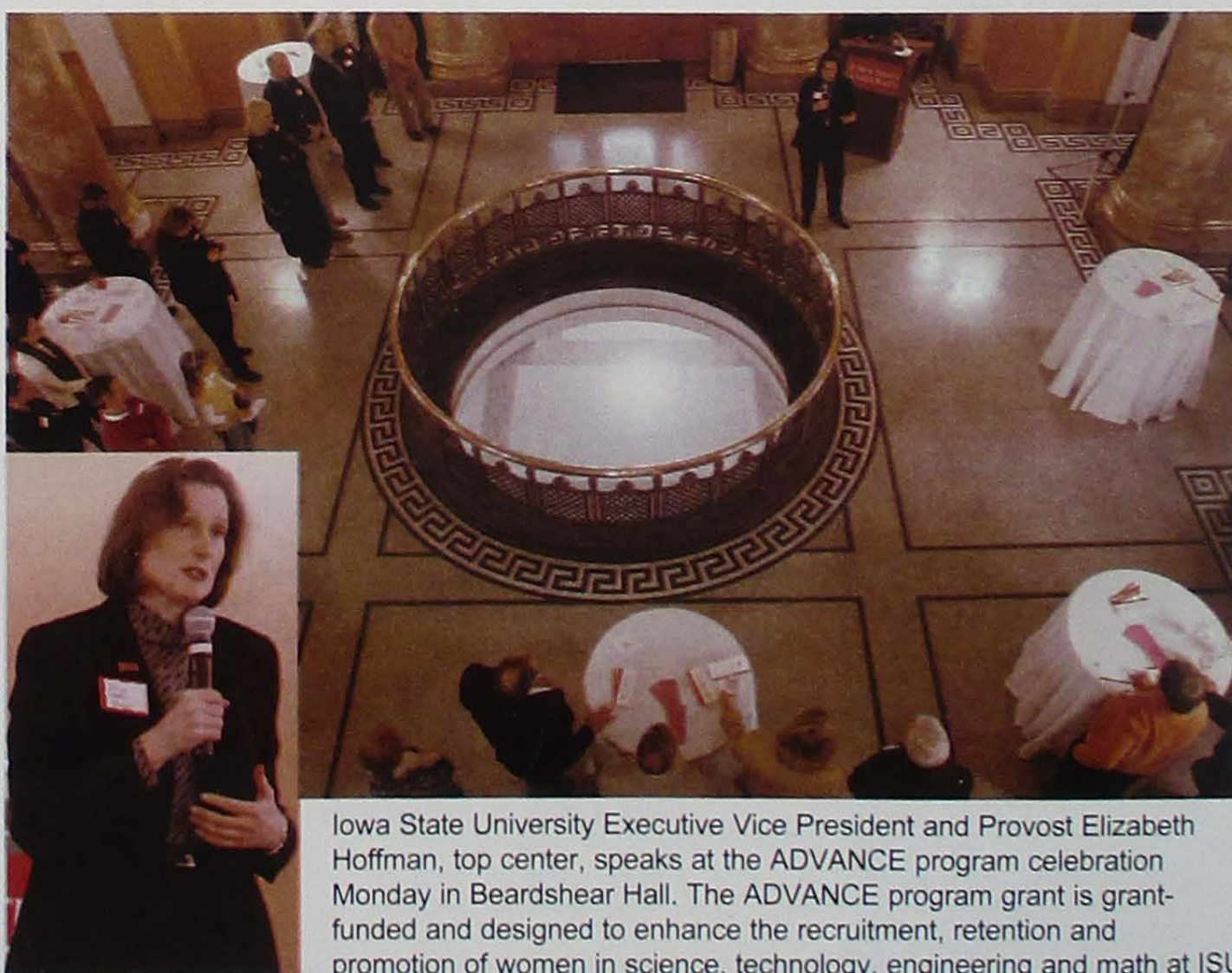
Friday, March 2 — Iowa State Conference on Race and Ethnicity, 8 a.m. to 5 p.m. in the Memorial Union, Iowa State University. The event is free.

Friday, March 2 to Sunday, March 4 — Winter Blues Crop Camp, 2007 Scrapbooking Retreat, at Des Moines YMCA Camp, 1192 166th Drive, Boone. Enjoy one or two full days and nights of uninterrupted time to work on your albums and organize your pictures while socializing with friends and family. Costs range from \$40 for Saturday only to \$85

for Friday through Sunday, with additional fees for lodging. Registration deadline is Friday, Feb. 23. For more information, call (515) 432-7558.

Saturday, March 3 — Central Iowa Women's Symposium, Scheman Building, Iowa State University, 8:30 a.m. to 4 p.m. The cost is \$30. For more information, call 239-2038 or e-mail zalasky@mgmc.com.

Tuesday, March 13 — Connecting event by Snap! Creative Works, 7:45 to 9 a.m. at Ge-Angelo's Italian Restaurant, 823 Wheeler (Northern Lights), Ames. This event continues the series started in January of making real connections and learning how to make those connections matter in both the professional and personal realms. Meet new people, get practical information on how best to use those contacts, and have a great time. The cost



Iowa State University Executive Vice President and Provost Elizabeth Hoffman, top center, speaks at the ADVANCE program celebration Monday in Beardshear Hall. The ADVANCE program grant is grant-funded and designed to enhance the recruitment, retention and promotion of women in science, technology, engineering and math at ISU.

If you have an event that would be of interest to Facets readers, please send it to hlosure@amestrib.com with "Facets Calendar" in the subject line.

DO YOU HAVE A PHOTO of women getting together? Send it to hlosure@amestrib.com and you might see your face here!



BY KAREN HOWARD

Women at Ames Center for Cosmetic Dentistry wore red to promote women's heart health recently. They are, from left, Renee Klaus, Dr. Amie Rockow-Nelson, Kim Sylliaasen and Chelsie Robinson.

is \$5 per person. Reserve a place or get more information by calling 450-7757 or via e-mail, snapcreativeworks@mchsi.com.

Tuesday, March 13 — "Business Card Ideas" event by Snap! Creative Works, 11:45 a.m. to 1 p.m. at Ge-Angelo's Italian Restaurant, 823 Wheeler (Northern Lights), Ames. Need some inspiration? We will be covering unique ideas, techniques and papers. Come with questions about your business cards. Bring your own lunch, or order from a select menu. The event is free, but reserving a place is recommended; call 450-7757 or e-mail snapcreativeworks@mchsi.com.

Thursday, March 22 — Women's Awakening, a support/discussion group created with the focus on the needs of women entering or re-entering higher education, 7:30 a.m., Margaret Sloss

Women's Center at Iowa State University. No cost. Call 294-4154 for more information.

Friday, March 23 to Sunday, March 25 — "Charlie and the Chocolate Factory," at Ames City Auditorium. Tickets are \$5 and are available at the Community Center (515 Clark Ave.) and at www.storytheatercompany.org. For more information, call 239-5350.

Saturday, March 24 — FACES, Families of Ames Celebrate Ethnicities, starting at 10 a.m., Ames City Hall. Learn about our unique cultural heritages, inspire and facilitate friendships and interactions between these cultural communities and expand and develop the sense of community and belonging within the Story County area.

Tuesday, March 27 — "What's Your Passion?" event by Snap! Creative Works, 11:45 a.m. to 1 p.m. at Ge-Angelo's Italian Restaurant, 823 Wheeler (Northern Lights), Ames. Veronica Lorson Fowler, a lifestyle editor and writer, will help you learn how you can write about your passion. This will be an interactive discussion; bring a notepad and writing utensil if you like. Bring your own lunch, or order from a select menu. The event is free, but reserving a place is recommended; call 450-7757 or e-mail snapcreativeworks@mchsi.com.

Friday, March 30 — "Feminism and Social Justice," lecture by Nancy A. Naples, professor of sociology and women's studies at the University of Connecticut, at noon in the Gallery of the Memorial Union.

Friday, March 30 to Sunday, April 1 — "Charlie and the Chocolate Factory," at Ames City Auditorium. Tickets are \$5 and are available at the Community Center (515 Clark Ave.) and at www.storytheatercompany.org. For more information, call 239-5350.

Friday, March 30 to Sunday, April 1 — Women's Wellness Weekend, at Des Moines YMCA Camp, 1192 166th Drive, Boone. A pottery studio, horseback riding, climbing wall, archery and hiking will be available, as well as opportunities to make your own body scrubs or get a massage or a facial. Fees for lodging range from \$65 to \$150. Registration deadline is Feb. 23. For more information, call (515) 432-7558.

Notable women in ames history

By KATHY SVEC (with help from Farwell T. Brown)

March is Women's History Month. Take a few moments to appreciate the women who have walked before us on our paths in Ames, paving the way for us in many ways!

SARAH EMERY



Ames first teacher

In 1857, just nine years after Iowa became a state, Sarah Jane Emery and her family came by boat from Sedalia, Ohio, to Keokuk. From there, they came overland by team. In 1858, Sarah, 17, took her first teaching position in a school south of Nevada. In 1861, early area settlers Lucian and Abigail Hoggatt

donated land for a school, and by June 1862, Hoggatt School opened with Sarah as its first teacher. It was located near what is now Lincoln Way and Maple Avenue. She boarded with the Fitzpatricks at the college Farm House – the first building at the State Agricultural Farm. The surrounding settlement had about a dozen dwellings. In 1864 Ames was laid out as a town and took over the little school, making Sarah Ames' first teacher.

MARY BEAUMONT WELCH



Advocate for well-rounded education for women

Mary B. Welch came to Ames in 1868 with her husband, Adonijah, when he became Iowa Agricultural College's first president. When she met the young women enrolled in the first class, she realized they would need specialized

training. There were no textbooks for what she had in mind, so Mary developed her own. In 1872, she began teaching a curriculum in "domestic economy", the first such course offered at a land grant institution. Her course eventually became the field of Home Economics. It was her idea that women could have a well-rounded education including both cultural and practical training, fitting women to meet the problems of the day in home and society.

DR. JENNIE GHRIST



First female doctor in Ames

Dr. Jennie came to Ames in 1889 with her husband, Dr. David Ghrist. They set up practice together in a space over what is now the Lazy M Shoe Store and provided medical care in Ames for 26 years. They specialized in diseases of women and children, and were quite advanced for their day, offering X-ray service in their offices. It was uncommon for women to obtain MD degrees at the time the Ghrists set up their practice, but it's probable that the husband-wife team made it possible for her to succeed. The Ghrists retired in 1925 and moved to California.

CYNTHIA DUFF**Forward-thinking early Ames resident**

Alexander and Cynthia Olive Kellogg Duff came to Iowa in 1863 from New York. They traveled by train to Marshalltown, the end of the line, and then by wagon, settling north of what would become Ames. In about 1863, the Duffs purchased 200 acres of land: 120 acres

from Isaac Black and 80 from Lucian Hoggatt. Ames City Hall today stands at the east edge of the land purchased from Hoggatt. Cynthia then sold this land to John I. Blair. He established the original town of Ames in December 1864 and acquired right-of-way for the railroad he was building across Iowa. Due to Cynthia's influence, the street leading to her farm was named Duff Avenue. Kellogg Avenue immortalized her maiden name and Pearle Street was named for Cynthia's father. She was a charter member of Congregational Church, the first church in Ames. The communion service was a gift from her and is still on display in the church.

MARY VICTORIA YOUNG GREELEY**Advocate for the public good**

Mary and Wallace Greeley came to Ames in 1866 with a nest egg of \$3,200 — Wallace's carefully saved pay from four years in the Union Army. They farmed south of Ames (in the area that is now Green Hills) and moved to town in 1876. Wallace founded the

Union Bank in 1881, and in 1882, they built the gracious residence at 5th and Kellogg that is now the Adams Funeral Home. The Greeleys contributed the site for the original public library, and Mary served on the board of trustees for many years. She was small of stature, with musical and artistic interests. When she died in 1914, Wallace was determined that Ames would have a hospital. His lasting gift to the city is the hospital that bears her name. Wallace's bank still exists, many mergers later, as US Bank.

ADA HAYDEN**Advocate for native prairies**

As a child, Ada Hayden recognized the beauty of a small tract of native prairie preserved on her family's farm north of Ames. Ada graduated in botany from Iowa State in 1908. Further degrees were taken at Washington University in St. Louis and the Universities of Colorado and Chicago

before returning to Ames for her doctorate — the first woman to obtain that degree at Iowa State. She was professor of botany from 1918 to 1950. In 1940, she was chair of the Conservation Commission of the Iowa Academy of Sciences and began writing about the necessity of preserving the few surviving pieces of native prairie in Iowa. She conducted an extensive survey of those fragments, and due largely to her efforts, 26 have been saved. The largest of these is the Hayden Prairie Preserve in Howard County.

JULIA LAUGHLIN**Only female station master in the nation**

A memorable feature of the Ames train depot during World War I was its female station master, Julia Laughlin. She was appointed in 1917, the widow of a 30-year veteran conductor for the C&NW Line. Her 20-year experience of traveling with her husband gave

her extensive knowledge of railroad operations. With her commanding manner and strong voice, Station Master Laughlin directed passengers to the correct trains, gave the all-clear signal for departures and handled many problems in the bustling depot. In 1924, the railroad announced she would be laid off, a decision the Chamber of Commerce promptly re-negotiated. Julia remained at the Ames depot until the early 1930s.

WINIFRED TILDEN



Pioneer in women's sports

In 1904, Winifred Tilden became the first professionally trained director of physical education for women at Iowa State. She was educated at Mount Holyoke College in Massachusetts and traveled in England and France to observe physical education programs. Her department offered hockey, basketball,

tennis, swimming, archery and golf, among others. She served on national physical education committees where she was a pioneer in advocating competitive sports for women. In 1915, she organized the Girls' Athletic Club, the first organized competitive sports organization at Iowa State. In 1925 she began campaigning for a women's gym; she finally saw one, the building that is the south unit of today's Forker Building, dedicated in 1941. She retired in 1944, giving 40 years to enriching the lives of young women at Iowa State. We think she'd be proud of ISU's women athletes!

KATHARINA DIEHL



Hospital's woman in charge

Katharina Diehl arrived in Ames in September 1916 to become the first matron supervisor of the new Mary Greeley Hospital. She held that position for 29 years, maintaining her own resident apartment in the hospital during that period. Diehl was born in Germany and her family emigrated in

1884, settling in Boone. She trained in Des Moines at Iowa Methodist School of Nursing. Diehl oversaw everything that went on in the hospital. She directed the nursing staff, managed the kitchen, prepared the operating room and personally provided patient care — sometimes all in the same day. She was efficient and expected the staff to follow her orders and was completely devoted to the success of the hospital. She retired in 1945.



If you're in the mood to buy furniture
Specifics is the place

Specifics

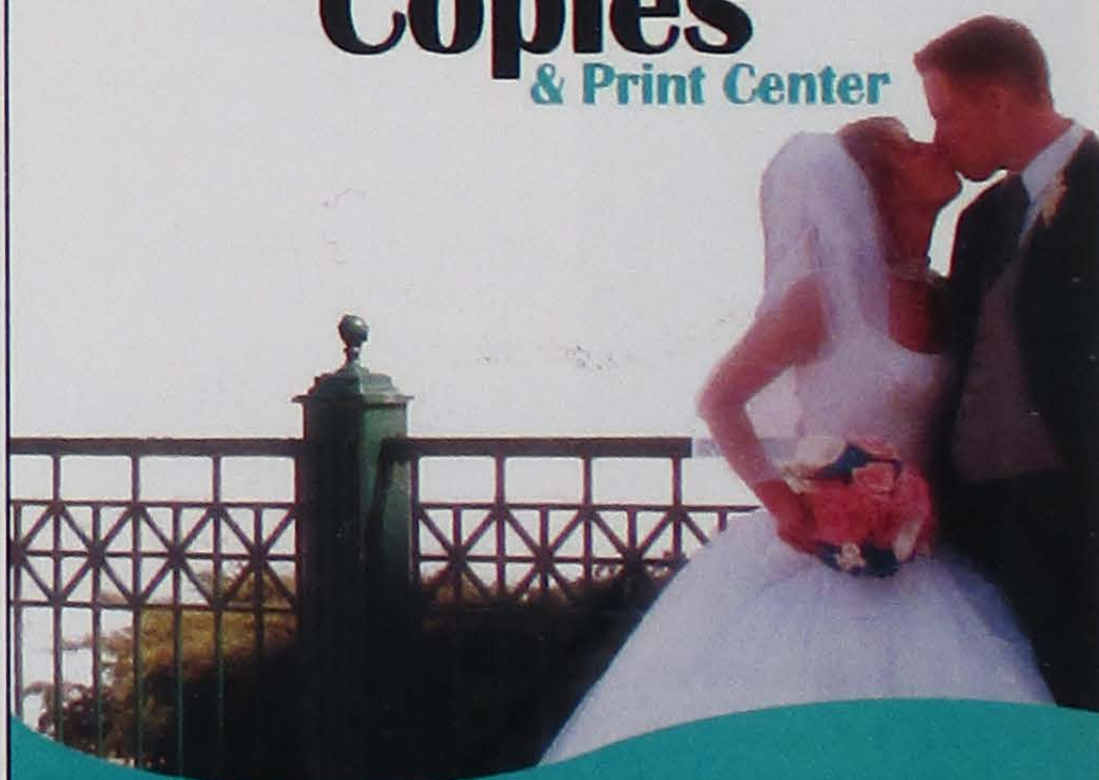
FURNITURE SHOWROOM

404 Main Street • Ames, IA 50010

515-233-2348

Where Fashion is a Main(St) Concern

Alpha Copies & Print Center



- Business Document Creation & Design Center
- Free Delivery
- Group Discounts
- Full Color Banners
- Wedding Invitations
- Locally Owned
- Laminating
- Binding
- Passport Photos

"Ames First Choice in Printing"

2310 Lincoln Way • Ames, Iowa
515.292.3121 • www.alphacopies.com
email contact@alphacopies.com

NETA SNOOK



Aviation pioneer, even before Amelia Earhart

Neta Snook learned to fly in 1917 when the onset of World War I stimulated an interest in training pilots. She was schooled in Davenport and then went to the Curtiss Flying School in Newport News, Va. Civilian flyers were grounded during the war and none of the

military branches were accepting female flyers, so she took a job as an expeditor in 1918, flying planes from a Canadian manufacturer to their customers. After the war, Neta brought a wrecked "Canuck" plane home to Ames and rebuilt it in her backyard on Wilson Avenue. Neta was the first licensed woman pilot of record in Iowa and the first to be admitted to the Aero Club of Iowa. In 1920, she shipped her plane to California where she became a flight instructor. One of her students was none other than Amelia Earhart!

ELEANOR WILKINS



Bringing women's issues to the airwaves

For 28 years, Eleanor Wilkins was WOI radio personality, Martha Duncan. In 1939, she was invited to host the "Homemaker's Half Hour." With Wilkins' leadership and background in home economics education and the full support of the College of Home Economics,

the show was enlarged and developed a devoted following. It was the earliest women's radio program in the Midwest. She also introduced the "Women's Forum, a discussion of current events and politics, as well as "The Book Club" which still goes on today. In 1950, Eleanor and "Martha" made the transition to television on WOI. It was estimated that she conducted 30,000 interviews during her years on the air. She retired in 1966 and was so closely identified with her on-air persona that the name "Martha Duncan" was retired at the same time.

Kathy Svec is president of the Ames Historical Society, and an Ames native. She can be reached at ameshistorical@qwest.org.

Husqvarna
VIKING

Quilting Connection

FABRICS • NOTIONS • PATTERNS • CLASSES • BOOKS • SEWING MACHINES

Learn to quilt and make an heirloom.

Classes available for any skill level.

Central Iowa Spring Shop Hop, March 29, 30 & 31

Visit 7 great quilt shops. Free patterns, earn gift certificates, refreshments, fun! Sign up to ride the bus for \$27.50.

Visit Our Sister Store Ankeny Sewing Center

104 E. 1st Street, Ankeny

515-963-8967 • Tues-Fri 10-6 Sat 10-4

Quilting Connection, Inc.

238 Main Street

Ames • 233-3048 • www.iaquilts.com

Mon & Thur 10am-8pm

Tues, Wed & Fri 10am-5:30pm • Sat 10am-5pm

3 Months Free Membership & Free Tanning

STAY STRONG

in all areas of your life!



Join Ames Racquet and Fitness Today!

Limited Offer



www.amesracfit.com

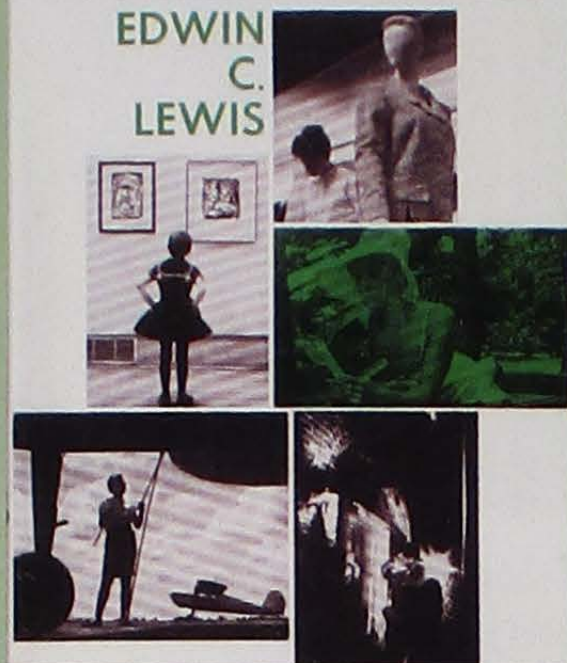
North
292-4741

West
268-8077

South
232-1911

Developing Woman's Potential

EDWIN
C.
LEWIS



[YOUR SAY]

A different kind of 'chick lit'

Books from the 1960s challenged assigned roles for women

By NANCY LEWIS

In a year when a woman is being considered seriously as a candidate for president of the United States, when she has enormous financial backing and front-runner status, I am thinking back to a time when this would have seemed impossible.

In the 1960s, I was a stay-at-home mom during the week. I worked as a medical technologist all day Saturday and Sunday morning. Ed, my husband, who taught psychology and did student counseling at Iowa State, saw to the children while I worked. Like some other couples who cooperated in this way so that the wives could keep up their professional activities, we were criticized because I worked outside the home, even though it was part-time and the children were not in daycare.

"The souls of women are so small that some believe they've none at all."

Samuel Butler, who wrote those words, died in 1902. But in the decade 1960-69, there were probably a lot of men who agreed with him. Women had taken some big steps forward. They could vote; they could earn college and advanced degrees; a few had even been elected to political office. And during World War II, many women had done "men's jobs" and done them very well.

But in the early 1960s, the expectation was that married women, particularly those with children, would be occupied with home and family concerns; or, if the children were grown and gone, with volunteer activities and socializing with each other. Men were to provide all of the income and, if a wife chose to work, the suspicion was that her husband was not a "good provider" or that she was not satisfied with his salary.

Women, however, were beginning to question this expectation. A book called "**The Feminine Mystique**," written by Betty Friedan and published in 1963, became a bestseller and stimulated a lot of discussion about women's roles. In her book, Friedan called attention to a feeling of personal dissatisfaction that many educated women were experiencing, which in

turn encouraged them to discuss it openly.

At this time, my husband was working in the ISU Student Counseling Service, helping young women make decisions about their futures. He realized that there was not a great deal of information to help women with these decisions, since the tests and career booklets focused mainly on men. So he set out to collect current research studies on women's development, education and employment opportunities, with the hope that such information would enable teachers and counselors to do a better job of preparing young women for a more complex world.

The resulting book, titled **"Developing Woman's Potential,"** included quotations, such as the one by Butler, at the beginning of each chapter.

The Iowa State University Press agreed to publish the book. At that time, the actual press on which the book was printed was located in the basement of what is now Hamilton Hall. The foreman of that press operation was a former neighbor of ours,

and he agreed to let my two older children and me watch the actual printing of a few pages of the book.

"Developing Woman's Potential" came out in 1968. It attracted quite a bit of attention and got good reviews. Ed was asked to give talks about employment issues for women and also to be on the first Iowa Governor's Commission on the Status of Women. I attended one event sponsored by the commission where Ed was introduced as "Nancy Lewis' husband."

Two other books about women were published in 1968. Caroline Bird wrote **"Born Female: The High Cost of Keeping Women Down."** Unlike Ed's book, which was an examination of how things were at the time, Ms. Bird was looking forward to what she felt ought to be the situation in the future. She wanted women to be able to contribute as equals with men. She believed that husbands and wives would be able to handle the pressures of a two-career family.

"Few Are Chosen: American Women

in Political Life Today" was written by Peggy Lamson. She concentrated on 10 outstanding women who held political office at the time. She emphasized that the women themselves showed an abundance of energy, tenacity and toughness, and that those who were married had the active, total support of their husbands.

Things have changed since then, much as Caroline Bird believed that they would. The only full-time job I held was a business in my home, but the mothers of our four grandchildren are practicing their professions full-time, which is a very good thing for everyone.

I conclude with another quotation, also from a man named Samuel. Dr. Samuel Johnson (1709-84) was asked, "Which is more intelligent, man or woman?" He replied, "Which man and which woman?"

Yes!



Nancy Lewis lives in Ames and can be reached at 233-2874 or nswlewis@hotmail.com.

Have the *time* of your *life!*



You can live well, age well and have fun doing it when you join *Prime Time Alive!* The program is specifically designed for people age 50 and better interested in achieving a vital balance of physical, emotional, financial and spiritual components in their lives.

As a member of *Prime Time Alive* you'll enjoy a variety of benefits including discounts on a variety of laboratory wellness screenings, massage therapy and

the Mary Greeley Medical Center cafeteria. You can take advantage of a variety of social events, health screenings, educational programs and more!

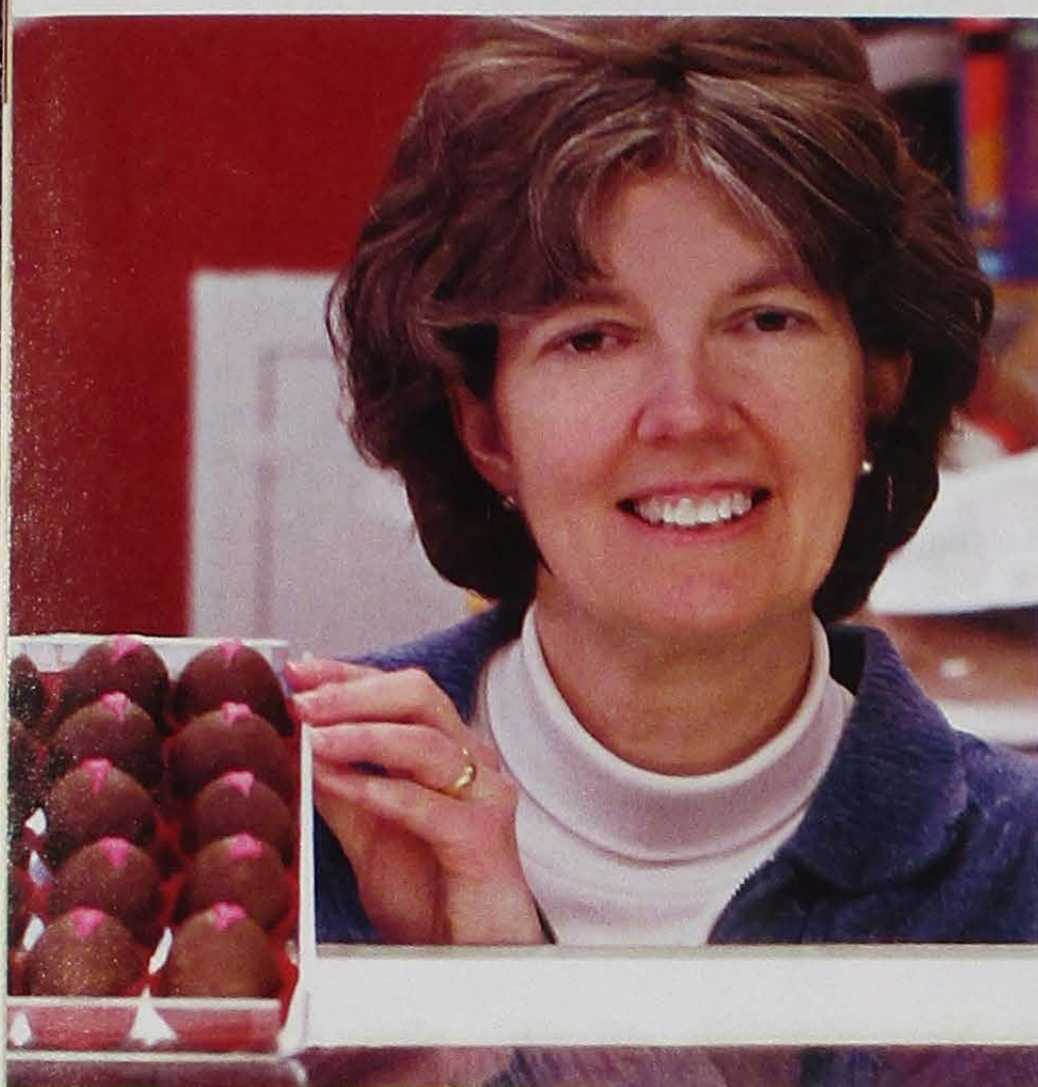
All these great benefits, and more, are available to you for only \$10 a year! To get more information about *Prime Time Alive*, call us at (800) 303-9574 or (515) 239-2423, e-mail us at yourhealth.primealive@mngmc.com, or check us out online at www.mngmc.org.



1111 DUFF AVENUE, AMES, IOWA 50010 • (515) 239-2423 • VISIT OUR WEBSITE AT WWW.MGMC.ORG

"There is nothing better than a good friend, except a good friend with chocolate."

— Charles Dickens ("The Pickwick Papers"). This is Janice's favorite quote.



Images by Ngaire/233-5447

[FINANCE]

WORDS TO

Not long after Janice Coble and her husband, Tim, purchased Temptations on Main in January 2005, I made the first of many trips to buy gifts and satisfy my need for chocolate.

When Janice told me her first career was at Meredith, I imagined her preparing food shoots in the test kitchen, creating new chocolate recipes or traveling the world to find unique chocolate delicacies.

The reality was far different than the picture my imagination had created.

"I was a CPA with Meredith Corporation for 24 years," Janice explained, "where I was a financial analyst/business manager with the Publishing Group."

Janice's advice

The best advice Janice Coble received about money was, "Save for a rainy day."

Janice offers the same advice to other women.

"Save early, as it really does compound nicely over time," she said. "My husband and I started working with a financial planner early in our married life, and it has been very beneficial to us."



Contact Karen Petersen at 232-2785 or at Karen@MyMoreThanMoney.net.

Money lessons

Janice learned about money early in her life.

"For as long as I can remember, my parents taught me about money," Janice said. "My parents opened a savings account for me as a small child, and all gifts of money went to that savings account. That first savings account made me a confirmed saver."

Her first high school book-keeping class convinced Janice she wanted to be a certified public accountant. Getting her degree at Iowa State University meant gathering funds from many sources: her job as a contract detasseler, scholarships, a Pell Grant, a work study job, Janice's saving ways and parents who helped with expenses. In 1978, she graduated with a bachelor of science degree in industrial administration (business administration), with an accounting option, and thereafter landed the CPA job.

I asked if her career choice was motivated by the earning

potential.

"I have never been motivated by money as much as I have been by job satisfaction," Janice said.

Some of her decisions were affected by money matters, however.

"I was fortunate to work for a company that matched my 401(k) contributions," Janice said. "And I probably stayed longer in the corporate world because of the salary and benefits that I was earning. The skills that I learned at Meredith certainly transferred to running our business."

About money

Janice has always been a saver. She and her husband, Tim, have not had specific goals. "We just made sure that we weren't living on credit and that our savings were always growing," she said.

Even a CPA must once in a while buy something frivolous. I asked Janice to tell about a time she abandoned her practical and conservative money method.

"My first big purchase was a brand new canary yellow Plymouth Horizon," she said.

Janice only needed one new car experience. Today, cars are one of the places they save.

"We've only purchased three cars, all used ones, during our 26-year married life," she said. "We just drive ours until they die."

The money not spent on cars provided entertainment and travel — following the Cyclones, cruises and visits to major U.S. cities. Now they travel a little less and eat out a little more.

Though Janice is no longer in the corporate world of balancing numbers, she remains practical, even in her choice of chocolate. Her favorite chocolate is the very healthy, very dark variety.

Job satisfaction is still high on her list of priorities.

"Nothing is better," she said, "than helping customers find just the right chocolate for themselves or to share with friends."

"Feminism is the radical notion that women are human beings."

—Cheris Kramerae, author of "A Feminist Dictionary," 1996.

O LIVE BY

By KAREN
PETERSEN

Even at the age of 14, while she worked her first job detassling corn in Nebraska in the summer heat, Dianne Bystrom was a feminist.

After a couple of days in the corn field, Dianne realized the boys were driving and riding on the detasseling machines while the girls were walking through the wet corn rows, encountering large spider webs and getting their shoes full of dirt.

Dianne approached the boss and asked, "Why are the boys riding the machines while the girls are walking?"

The boss replied, "Well, if you think you can drive one of those machines just get up there and show me."

Even though Dianne had no experience driving equipment, she was up to the challenge. She passed the test and became the first female detasseling machine driver on that crew.

Now, she's turned that feminist spirit into a profession. Dianne is the director of the Carrie Chapman Catt Center for Women and Politics at Iowa State University, a job she's held since 1996. She is responsible for overseeing all programming, academic curricula, fund-raising and research, as well as teaching courses on women and leadership and conducting research on women's political communication.

Managing her money

Dianne's parents taught her about money at a very early age. As a young child, she received an allowance for doing chores around the house; she learned to save a certain amount, spend a certain amount, and give a certain amount to the church.

By the time she was in seventh grade, she was earning money of her own. She put some into a savings account, but she also set aside money each year for back-to-school shopping trips to Chicago, where her grandmother and aunts and uncles lived. Always the saver, Dianne wanted her clothing money stretch as far as possible. While in high school she had many of her clothes made by a local seam-

stress; Her clothes fit perfectly, were exactly what she wanted and she spent less money.

As the oldest of five children, Dianne was told by her parents that they could pay for two years of college at an in-state university, but the rest was up to her.

"I chose to attend Kearney State College, where I had earned an academic scholarship that would cover part of the costs of my education," Dianne said. She also worked part-time at various jobs and kept applying for scholarships.

Dianne married Keith Bystrom in 1979. They spent the next 17 years at the University of Oklahoma. While at OU, Dianne worked full time, the couple had two children and Dianne earned

her master's degree in journalism and doctorate in communication.

I asked Dianne if she was a spender or a saver.

"I have always spent and saved money simultaneously," she answered, "and I have always lived within my means.

"My savings have increased over the past 25 years for three reasons:

"(1) working in higher education with TIAA-CREF savings plans;

"(2) having children and putting aside money for their college education; and

"(3) working with a financial planner on investments.

"My spending increases when I have more money."



Images by Ngaire/233-5447

Dianne's advice

Dianne Bystrom said the best advice she ever received about money was "Never spend your money before you have it."

"Thomas Jefferson actually said that," Dianne said. "It was the way my parents raised me, and my husband has the same attitude about money."

She offers this advice to other women:

- Be prepared for the unexpected.
- See opportunities for growth in changes and challenges.
- Take risks.
- Get expert advice: Use a financial planner.
- Money is power — learn how to use it.



january

february

march

april

may

june

july

august

september

october

november

december

Twelve months to make you money smart

By KAREN PETERSEN



Last month, you tracked how you spent discretionary money. You tallied your spending, and the numbers should be in.

Did you spend *more* than you had available? Does this mean you used a credit card and did not pay the total bill? Did you spend *less* than you had available? How much were you able to save?

Credit cards and savings accounts are two of the most powerful financial tools we have. They seem mundane and not at all exciting, but they are absolutely the foundation of financial success. This month's focus is credit cards.

MARCH ASSIGNMENT:

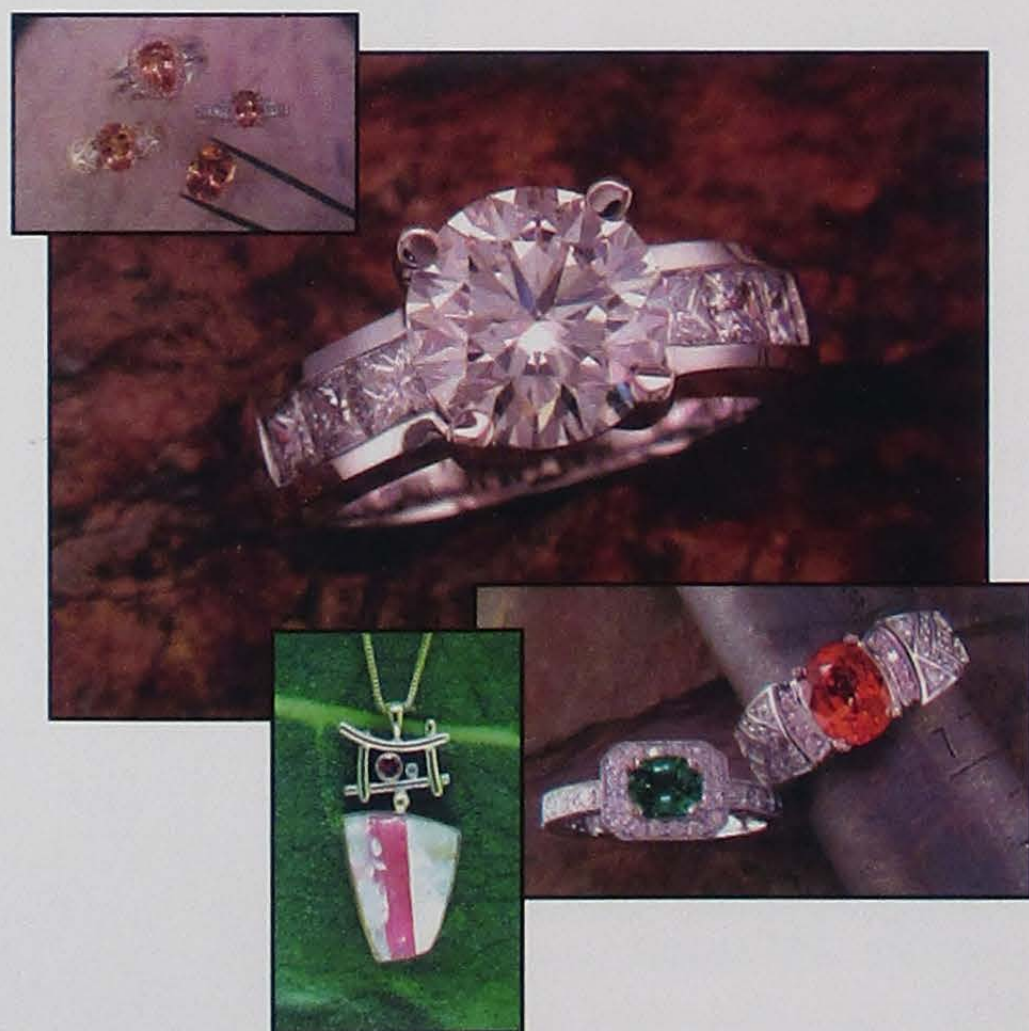
Keep your credit cards in check.

Here are some disturbing facts. If you have:

- \$5,000 balance on your credit card,
- an 18 percent annual percentage rate,
- pay only the minimum payment,
- do not use the card again, and
- never have a late fee,

26 years and thousands of dollars later, the card will be paid in full. Or think of it this way: Treat yourself to a nice dinner, and in 25 years you will still be paying for it.

Getting out of debt is the financial equivalent of quitting smoking. Good intentions are not enough. It is necessary to break your behavior patterns.



Ames Silversmithing
Designers & Goldsmiths

220 Main • Downtown • 232-0080

www.amessilversmithing.com

Holly's has the brands you love

- Brighton
- Woolrich
- French Dressing
- Koret
- Alfred Dunner
- Tribal



Holly's
Holly Larson, Owner

701 Story Street • Downtown Boone • (515) 432-8606

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9-5:30	9-5:30	9-5:30	9-8	9-5:30	9-5

If you have credit card debt, here is a three-step program for you.

1. No need to actually "cut up" your credit cards, but STOP using them.

- **Go green.** Determine how much you spend each week and carry that amount of cash. You will make better purchasing decisions when you have to "hand over the cash," and this ensures that there is a preset limit on spending. When you run out of money, you stop.
- **Make debit your backup.** If only plastic will do, such as when buying online, use your debit card.
- **Leave your cards at home.** Enforce this period of no charging by putting your cards away. Store them in a safe place or maybe frozen in a block of ice.

2. Lower the interest rates on your credit cards.

- **Do comparison shopping.** One good place is www.cardweb.com.
- **Consider a balance transfer.** Look for 0 percent introductory rates for the first 12 months and a low rate (less than 13 percent) thereafter and no annual fees.
- **Make a deal.** Call your current credit card company and say you intend to transfer your balance unless your rate is lowered. If your credit score is over 750, you should be able to get your rate under 10 percent.

3. Develop a strategy to pay existing balances.

- **Figure out what you owe.** Make a simple table listing the amount

you owe, the minimum payment and the interest rate. Calculate how long it will take you to wipe out the balances.

- **Focus on the highest rate first.** Pay as much as you can on the card with the highest rate each month while making only minimum payments on all other cards.
- **Automate your current minimums.** If your payment is late, penalties run as high as 30 percent. Many credit card companies offer "auto pay." Your card account will be credited on the payment due date with an amount deducted from an account you designate.
- **Go in order.** When the first card is paid, use the same strategy on the next highest until you are credit card debt-free.

Don't think there is an easy way out of credit card debt. This is one of those financial problems that just take time to work through.

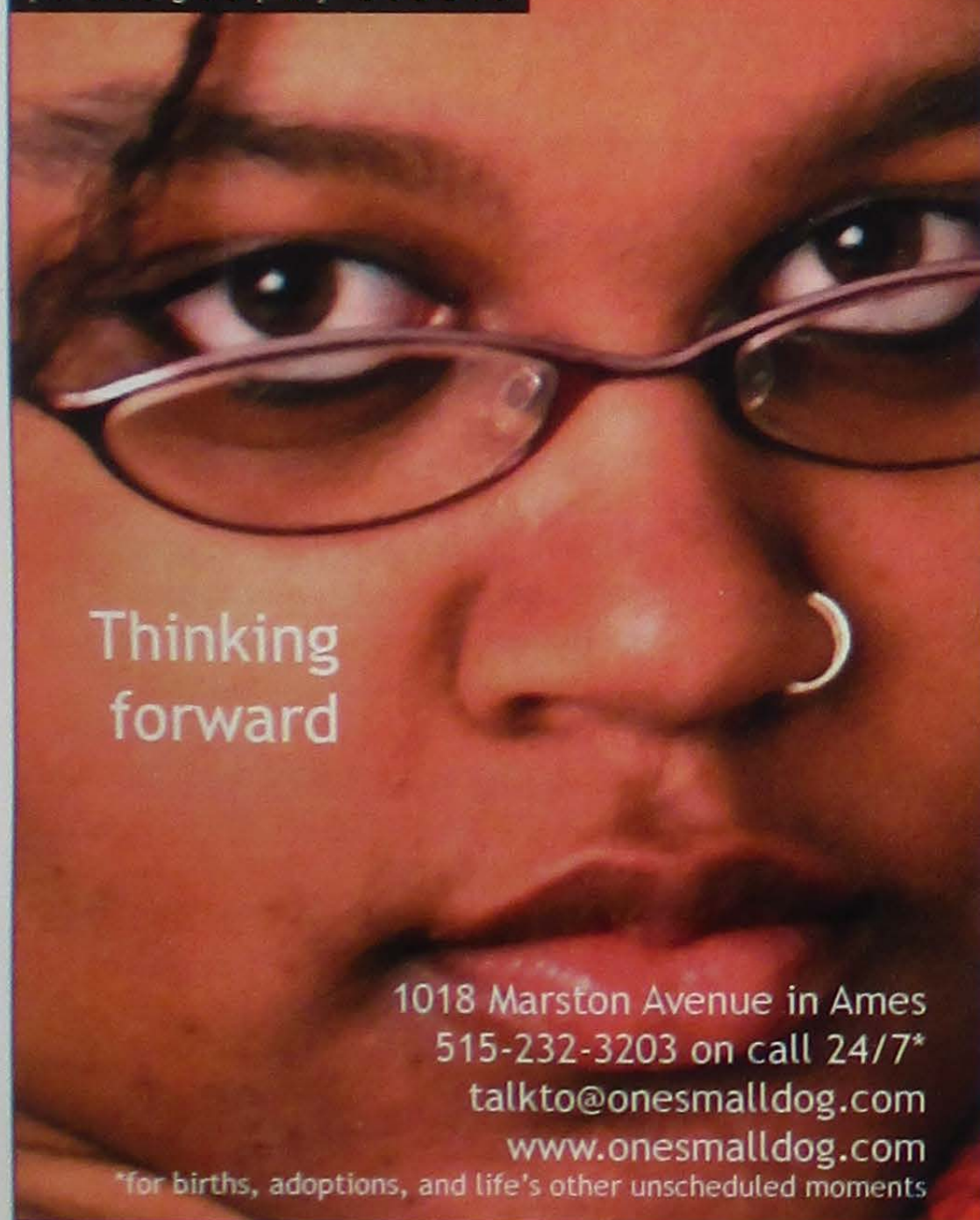
"When you are physically ill you take a break, stop your normal activities, and sweat it out," says Tahira Hira, ISU executive assistant to the president and a professor of consumer economics. "Credit card debt is fiscal illness. You must stop charging, reduce spending and sweat it out until the cards are paid in full."

This is not an easy task. It will take true persistence. We know this may be one of the hardest and most valuable financial assignments you will ever tackle. Let me know how you are doing.

We really do want to hear from you. We would like to answer your questions and celebrate your success.

Contact Karen Petersen at 232-2785 or at Karen@MyMoreThanMoney.net.

small dog productions, LLC
photography studio



Thinking
forward

1018 Marston Avenue in Ames
515-232-3203 on call 24/7*
talkto@onesmalldog.com
www.onesmalldog.com
*for births, adoptions, and life's other unscheduled moments



More than just cabinets —

 **CRYSTAL**
a fine name in cabinetry

Member
NKBA
The National Kitchen & Bath Association

Laura's **Cabinet
Gallery**

5th & Clark • Ames

(515) 232-6904

www.laurascabinetgallery.com



Knowing what's on the shelves and how to use it is part of Nicole Wilson's job as manager of Carver Ace Hardware in Ames.

By Nirmalendu Majumdar

Who said this is **men's work?**

These women didn't let traditional ideas of what they can do stop them from pursuing careers they love

By SUSAN CANNY VERNON

Women today are venturing into professions few considered exploring a generation ago. They can be found on the NASCAR circuit, anchoring the national news, fighting on Middle Eastern battle fronts and presiding over the U.S. House of Representatives.

Many women in our own community have interesting stories to tell about the non-traditional careers they have chosen for themselves. They don't have the celebrity status of Nancy Pelosi or Danica Patrick, but they have proven to be equally talented in their own workplaces, bringing something unique and vital to their fields.

'Helpful hardware woman'

NICOLE WILSON

Manager of Carver Ace Hardware in Ames

Nicole Wilson has a degree in apparel design and merchandising from Iowa State University, but don't stop by her store looking for the latest trend.

She is likely to show you the hot new style in kitchen faucets or ask if she can interest you in a new tool belt.

Wilson is the manager of Carver Ace Hardware here in Ames, and she takes great pride in being the "helpful hardware woman."

After graduating from Iowa State University in 1999, Wilson began a career in management working for a big box retailer. She was working in the field she had chosen, but she was unhappy and felt limited in

her position. Wilson knew her career needed to go in another direction.

She kept an open mind as she searched for the right opportunity and accepted an hourly position as a "fill-in" manager for an Ace Hardware Store in Cedar Falls. Here she realized she had found a perfect fit.

"I found the right job with the right company and the right management," she said.

She quickly worked her way up and became manager of the Ames store.

From the beginning, Wilson was able to apply her management experience and education in merchandising, but she had much to learn about the products she was selling in the hardware business. She learned on the job, from customers and

training opportunities.

She soon discovered there was no mystery to home improvement, tools and hardware.

"When someone takes the time to teach you," she said, "it's all very easy to pick up."

Before she knew it, she was expertly advising her customers in everything from choosing paint colors to wiring sockets to planning custom building projects.

"I think it's a misperception that women don't know about these things," she said. "Once you figure it out, it's not that hard."

Occasionally, Wilson has had to prove herself with customers who overlook her on a quest for the nearest male employee. She is not offended when they ask if she can find a man to answer their questions.

"I take it with a grain of salt," she said, "and just find a man to help them."

Sometimes those men find it necessary to send the customers back to Wilson to get the answers they need.

"They end up back where they started, getting the help from me anyway," she laughed.

Wilson spends as much time on the floor with customers as she can and takes her responsibilities to them very seriously. "I am lucky to have the relationship with the customers that I do," she said. "We have long-term, loyal customers. I always need to be aware of them, what they need and what they are looking for."

Wilson's numerous management duties go far beyond giving advice as the resident hardware expert. She is responsible for making sure every aspect of the store runs smoothly, including advertising, freight, scheduling, donations, ordering, payroll and merchandising.

"Being the store manager is more challenging than I ever thought it would be," she said. "My days are definitely a lot busier than they used to be."

Like many women, Wilson works hard to balance the responsibilities of a demanding job with her personal life. With an active young daughter, it is easy to see why.

"I think it's a misperception that women don't know about these things. Once you figure it out, it's not that hard."

"Sometimes I have to draw the line that says 'work stops here,'" Wilson said. "Reese is 2, and she can't understand if I need to work 60 hours a week or bring work home with me."

Wilson feels fortunate to work for a company that supports her dedication to her family.

"This company is a family company," she said, "the first I have ever worked for that has really gotten it. They understand I have a family and other responsibilities outside of work."

The skills she has learned in the workplace have spilled over into Wilson's personal life. She is confident in her ability to make routine home repairs and is as likely as her husband, Kevin, to fix the sink, winterize her home or make decisions regarding major home improvements.

Wilson credits her father and farm life for her work ethic and willingness to learn.

"I was never told I couldn't do something because I was a girl," she said. "I could mow grass and pick up rocks as good as anybody. He just didn't buy 'I'm a girl' as an excuse."

Even at 2, Reese has taken note of her mother's attitude. Regularly, she pretends to repair the banister in their home and is dying to get her hands on the family's tools.

"She won't catch many outs because she's a girl either," her mother laughed.

This former apparel design and merchandising major admits she didn't set out to become a hardware expert.

"I never thought I'd be in this type of job," she said, "but I really have found my niche, and I love it. I can make an impact each and every day."



Contributed photo

Demanding respect in the engineering world

MEGAN SELHEIM

Manufacturing technology engineer for 3M in Minneapolis

Recent Iowa State University graduate Megan Selheim worries about showing weakness on the job.

In a workplace that is 80 percent male, she is concerned any show of emotion will earn her a label. Selheim is a manufacturing technology engineer for 3M in Minneapolis, where she works with engineers and researchers from multiple divisions to develop manufacturing processes for new products that use adhesives.

A typical day in Selheim's life includes visits with technicians running production on her line, updating production reports, lunch with female friends from the analytical lab, and process planning meetings for new products or ideas. In most meetings, the men far outnumber the women; it is rare for her to have more than one other woman in a planning meeting.

She enjoys her job but sometimes finds it difficult being in the minority.

"Each day comes with the difficult decision of choosing my battles," she said.

She provided an example: "I have to evaluate the risks and rewards of demanding respect with another engineer who refers to

SELHEIM continued on page 18

"When a child has the freedom to explore the scientific and mechanical complexities of her world, it won't seem so strange to do so as an adult."

SELHEIM continued from page 17

women as chicks. Male engineers do not refer to each other as boys or use other demeaning labels."

Women are labeled "too serious" or referred to by derogatory names if they request respect, she said. "(Men) do not need to request respect, as it is a given."

Selheim credits her parents, especially her mother, for helping her become a strong young woman.

"She has shown me that having a rewarding career and being a provider for a child don't have to be mutually exclusive," she said.

Her experience at ISU was also instrumental in preparing her for a demanding career. She was among a growing number of women with her major: Nearly 30 percent of undergraduates in chemical engineering at ISU are women, compared to 16 percent in the College of Engineering overall.

Even so, she relied on the support of other women to succeed. She benefited from being part of a learning community established by the Program for Women in Science and Engineering.

"Women in PWSE understood my trials," Selheim said. "Even now my strongest college friendships are the ones I developed from PWSE."

Selheim said she also benefited from her time as a member of the ISU Crew Club, when she learned a new sport and trained to compete as a collegiate athlete. Some of her fondest memories are of her time spent with the team.

Selheim, who was encouraged to study chemical engineering by a high school teacher, believes encouraging women to enter the fields of science and engineering begins at an early age.

"When a child has the freedom to explore the scientific and mechanical complexities of her world, it won't seem so strange to do so as an adult," she said.



By Nirmalendu Majumdar

Managing the flow of goods for the aerospace and defense industries is all in a day's work for Andrea Spiker.

She's the hub of a lot of activity

ANDREA SPIKER

Indirect supply chain specialist for Goodrich Corporation in West Des Moines

To say Andrea Spiker multi-tasks is an understatement.

As an indirect supply chain specialist for the Goodrich Corporation, a Fortune 500 company supplying services to the aerospace, defense and homeland security industries, Spiker's responsibilities are many and varied.

"There is not a typical day in my position," she said. "Every day I process requisitions and purchase orders, source items for customers and compare prices between suppliers. I negotiate prices and make sure products are going to ship on time and meet the needs of the customers. I manage several ongoing projects at one time and work at continually improving the process."

She is also finishing a master's degree in supply chain management from Iowa State University and raising a 3-year-old daughter!

"I am not sure if it's an attribute unique to women," she said, "but I am good at multi-tasking."

Spiker said the career path for women has changed from the time when her

"Find a career that meets your interests and matches what you are good at doing. If you find something you enjoy doing every day, you will succeed."

mother graduated.

"Women are postponing having children to develop their careers first," Spiker said. "I am fortunate because I have been able to experience both with achieving an advanced degree and being a mom at the same time."

In Spiker's company, men outnumber women 10 to 1, but she said she's not affected by being in the minority. When asked if she has faced any career obstacles as a woman, her answer was no.

"I think that is a big excuse," she said, "because today I believe women have the

SPIKER continued on page 20

Pursuing a love of math and science

KARLA EMBLETON

Instructional development specialist at Iowa State University

When Karla Embleton entered the agricultural engineering program at The University of Manitoba in 1982, there were no women's restrooms in the engineering buildings. It wasn't that women weren't welcome. They just weren't expected.

"It was as if they had never anticipated women being there," Embleton said.

Since women composed only 5 percent of agricultural engineers nationwide in 1982, it was easy to see why.

Embleton was undeterred by that. She had been headed for a non-traditional career her entire life. Growing up in western Canada, Embleton excelled in math and science.

"The school system didn't know what to do with me," she laughed.

"My father was an engineer. We did math for fun in our house. Math and science were our family games."

Embleton was one of only five women to enter the agricultural engineering program at the University of Manitoba in 1982. At the time, it was an unusually large group. "The numbers aren't much higher today," she noted.

While the women felt welcomed by their male peers, there were occasional reminders that their presence wasn't completely understood.

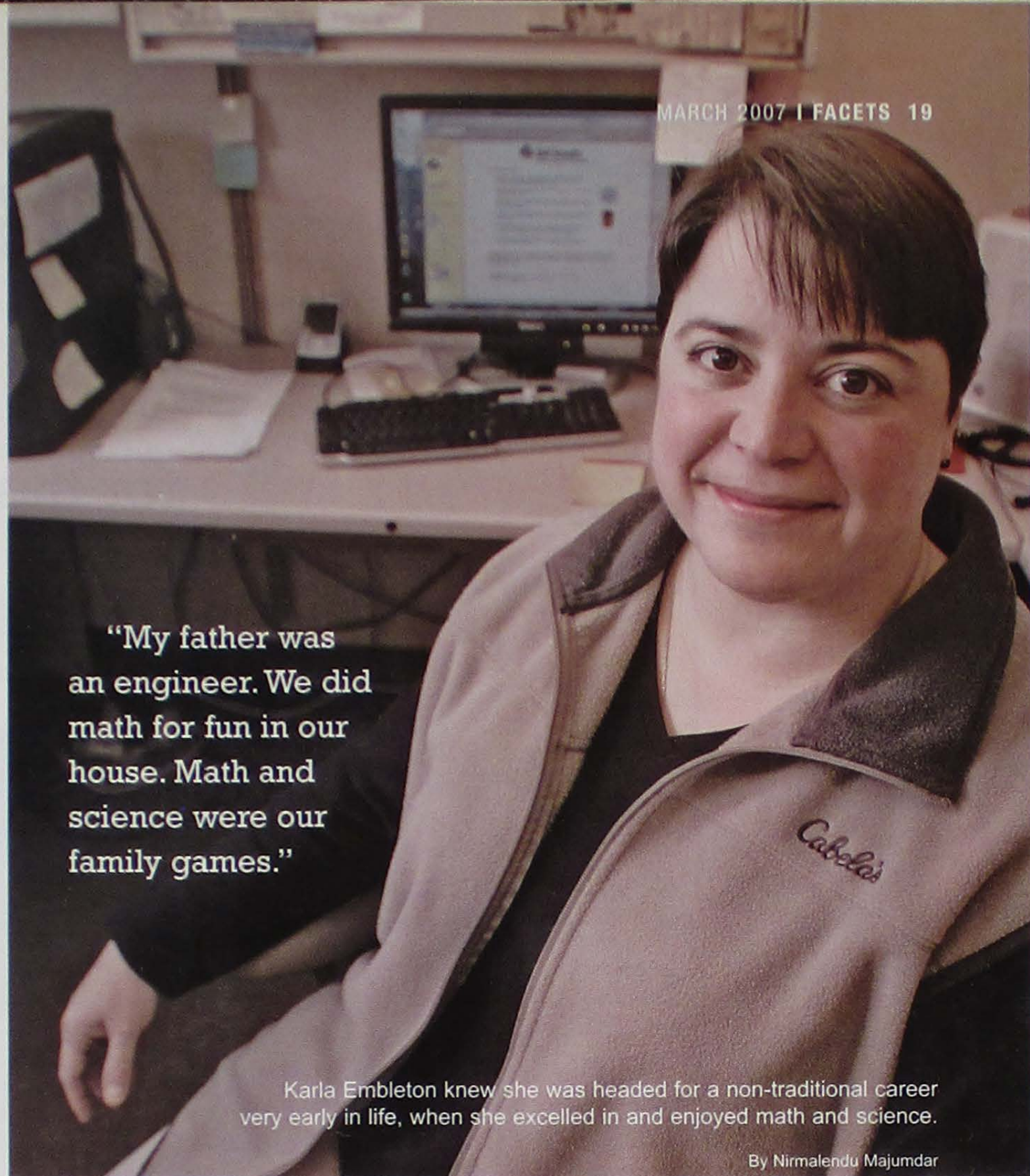
"I just loved it when people would suggest I was there for my M.R.S.," Embleton joked. "I would not have chosen to major in something as challenging as engineering if that was what I wanted."

Though the male and female students were equally capable, their approach to their work was often different, she said.

"On the whole," she said, "women tended to be better than average students." She also noticed that women tended to choose projects that had a human component.

After earning her master's degree in structural engineering, Embleton moved to the United States to begin doctoral work at Purdue University where she studied groundwater risk assessment. She married, and then spent a year defending her decision to retain her maiden name to well-meaning but nosy secretaries.

"It never even occurred to me to change my name!" she said. "This is who I am."



"My father was an engineer. We did math for fun in our house. Math and science were our family games."

Karla Embleton knew she was headed for a non-traditional career very early in life, when she excelled in and enjoyed math and science.

By Nirmalendu Majumdar

She earned her doctorate in 1993, and in a clear demonstration of the ability of women to accomplish anything, gave birth to a daughter five days later. In 11 years of engineering education, Embleton had not had a single female engineering professor.

A year later, Embleton joined the faculty of Purdue University as their very first female assistant professor of agricultural engineering, an accomplishment in which she takes considerable pride.

In 1995, she moved to Ames. With the new community came a new career. Embleton followed her interest in computer-aided instruction and began a position in the computer services department of the College of Family and Consumer Sciences (now retitled Human Sciences).

This was her first experience in a workplace where women are not the minority. While she remains the lone female in the department of computer services, the college itself is predominately female. The career change has been a positive one for Embleton. She praised the College of

Human Sciences for the greater flexibility it provides her to meet her family responsibilities and care for her daughters (Cierra, 13, and Maria, 10). She questions whether a faculty position with the College of Engineering would allow her the same flexibility.

"Women engineers are driven, and people have higher expectations for them," she said. "They are often targeted to be the female presence on committees, and it is easy for them to get overextended."

When asked what has changed for women since she entered college, Embleton provided a thought-provoking response.

"What strikes me the most is what hasn't changed," she said. "Women are working and still running the households and caring for their families and in some cases bearing most of those responsibilities. I had no idea it would be this hard."

On the positive side, Embleton has hope for her daughters' futures.

"There will be no limits on their choices and on what they can do as long as they develop a strong sense of who they are!"

SPIKER continued from page 18

same chance as men to be what they want to be."

It is not gender but time that provides the greatest challenge to Spiker.

"Time is a constraint," she said. "I wish I could add one more hour to every day."

But the enjoyment she gets from her job is worth all the hours she has put into it.

"I feel fortunate because I work with a great team of people," she said. "I enjoy all the different interactions I have each day with suppliers and customers. I also enjoy completing large projects. It's fun at the end of the day to reflect upon all of the hard work and achieve a great end result."

Spiker credits her parents with instilling in her a strong work ethic and a sense of integrity and is grateful to her husband, A.J., for his encouragement and support as she has struggled to juggle the demands of graduate school, family and career.

Spiker said women of her generation understand how to qualify themselves for advanced positions and opportunities in the world, commenting that several of her closest friends are also preparing to complete their advanced degrees.

She predicts only greater opportunity for women in the future.

"The world is definitely evolving, becoming smaller and more globalized," she said. "Women will continue to advance in the workplace as they attain the education and experience needed for top-level positions."

Supply chain management in particular is a rapidly growing field with an increased need for professionals with strong math and computer skills.

Her advice to other women is to dream big.

"Follow through with your goals," she said. "Find a career that meets your interests and matches what you are good at doing. If you find something you enjoy doing every day, you will succeed."

Susan Canny Vernon is a freelance writer who lives in Ames. She can be reached at smvernon@mchsi.com.



little gems

Take in some **brilliant bits of advice** for the month of March.



Avocado basics

I was surprised to find out that many people around me don't know the ins and outs of avocados, so they don't eat them and miss out on the great flavor and nutritional virtues of avocados.

I choose organic, not just because of how they are grown but because the flavor is much superior.

1. Check the avocado for ripeness. Don't assume the person who put that "ripe" sticker on it knew anything about judging an avocado's ripeness.

Look for one with part of the stem still attached:

- If it is well attached, it's not ripe.
- If it is slightly loose, it is riper.
- If it comes out while being tested, the avocado is ripe — maybe too ripe — and it had better be eaten that day! Don't buy avocados without any stem attached.

2. Ripen if necessary.

Usually avocados in stores are unripe and need to sit a few days before use.

- Leave them at room temperature and not in direct sunlight.



- To speed the process, put the avocado in a paper bag with an apple. Apples give off gases that help ripen other fruit. Just don't forget about the avocado!

3. To prepare an avocado:

- Wash it under cold water.
- Cut all the way around the avocado lengthwise, stem end to bottom and back to stem end, deep enough for the knife to hit the seed inside.
- Lightly grasp the halves, one in each hand, and gently twist it to split it apart. The seed should slip easily out of the half containing it.
- Avocado halves can be served as is and eaten with a spoon, or stuffed, as called for in various recipes.

- If serving the avocado sliced for salads or sandwiches, cut the halves in half again. To remove the peel, start at the stem end and just pull the peel off like a banana peel. If the avocado is ripe, the peel should pull off easily. Slice as desired.

If the avocado turns out to be overripe, make guacamole!

Lastly, if the seed is not damaged, it can be planted to become a houseplant. I had one that grew to be six feet tall and I decorated it each year for Christmas!

— Mary Schaeffer-Losure, of Kamrar, can be reached at losuredr@ncn.net.

Test-taking time ahead for teens

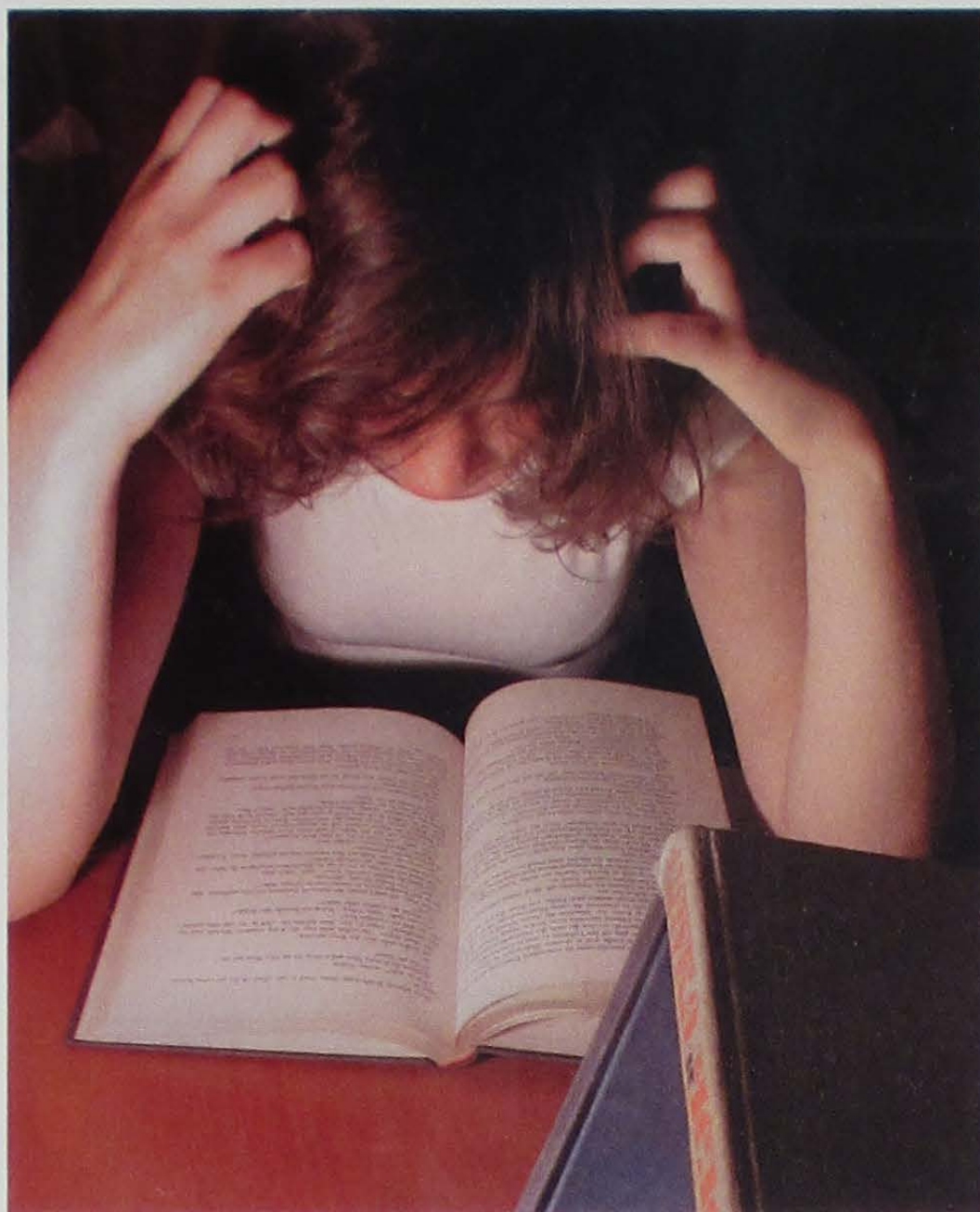
Do you have a college-bound student in your household? If so, you know the mere mention of the SAT or ACT can evoke a tremor of panic. While you can't take the test for your child, you can suggest effective preparation strategies that will help them perform to their fullest potential.

One of the most common problems students face during the SAT or ACT is not having enough time to complete every section of the test. Here are some tips:

- Know the instructions for each section prior to the test day; don't waste time reading the instructions the day of the test.
- Pace yourself; never spend too much time on any single question.

- Unlike the SAT, the ACT has no scoring penalty for incorrect answers, so never leave an ACT question blank.
- Use any remaining time at the end of a section to revisit questions of which you were uncertain.
- After every few questions, check and ensure the question number on the answer sheet corresponds with the question being answered in the booklet.
- *Practice and prepare!* A practice test is available in the student's ACT packet. Prepare for the test by attending a guided course or by reading a test prep book.

Jenny Spencer, center director at Ames Sylvan Learning, can be reached at 956-3366 or ames@ja-ilsylvan.com.



What really turns a woman on

I am guessing that most of you reading Facets don't read too many books with

"porn" in the title. You might want to make an exception for this one, especially if your

Valentine's Day fizzled instead of sizzled.

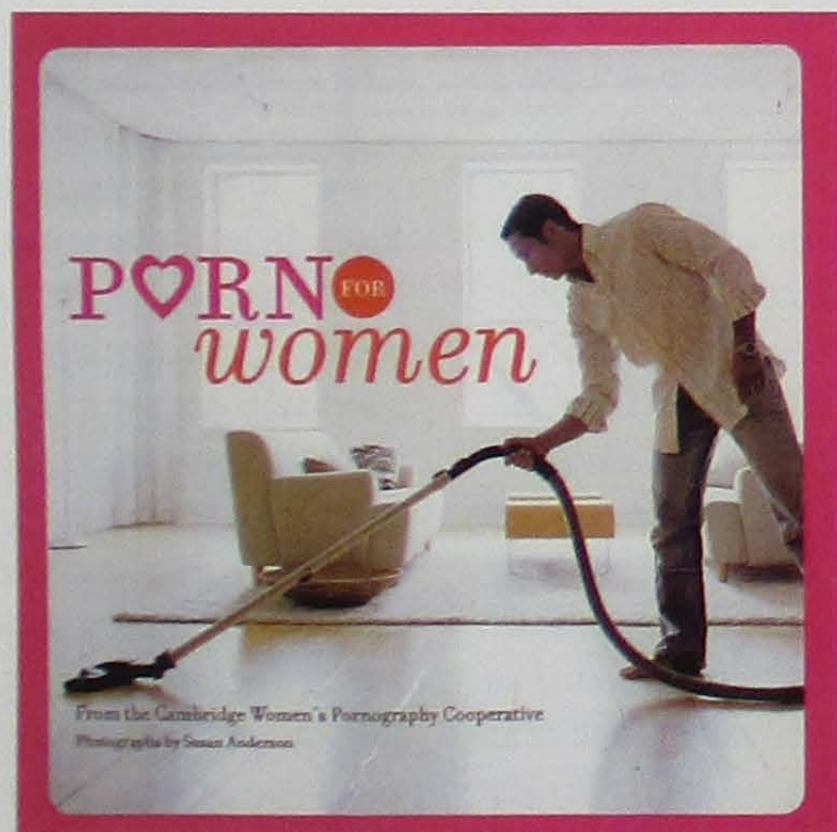
"Porn for Women," to be released March 29, "fulfills all your *real* fantasies," the book jacket says, starting with the cover: a studly man vacuuming. The pages inside feature more handsome men doing things like cleaning the cat's litterbox, cooking supper or ironing, and saying things like "You look stressed. Let me make you some tea and we can talk about it. Chamomile OK?" and "Ooh, look, the NFL playoffs are today. I bet we'll have no trouble parking at the crafts fair!"

The book was created by the Cambridge Women's

Pornography Cooperative, which says it has "opted to keep their membership roster unpublished, out of concern that our colleagues in academia, medicine, and the media may still have underdeveloped senses of humor."

This could serve as a post-Valentine's-Day pick-me-up for any female — or you could leave it strategically placed where your significant other can find it, and see if he picks up on the ideas. Get it at www.chroniclebooks.com, if you can stomach ordering "Porn" on the Internet!

Heidi Marttila-Losure, Facets editor



Let go of the food guilt!



Illustration by Carmen Cerra

Intuitive eating means minding your body's cues about what it wants

By JUDY TRUMPY

Here's the scenario: You walked into your company's break room and noticed someone had brought a pan of chocolate frosted brownies. You just finished breakfast an hour ago and were filling your water bottle when you spied them.

Do you:

- A. cut yourself the equivalent of two pieces and take them back to your desk disguised in a folded hankie;
 - B. look at them several times in anguish, pace the floor and get into a discussion with a co-worker about the temptations of free food at work; or
 - C. feel the pleasant warmth and fullness of your bowl of oatmeal and peanut butter toast from breakfast and decide to have a brownie at lunch, if there are any left.
- If you picked C, you have been thinking and eating "intuitively."

Intuition, as dictionary.com describes, is "the inborn perception of a truth or fact; a keen and quick insight." Spoken with respect to eating and behaviors around eating, it can be explained as the inborn ability to freely choose whatever a person desires to eat without exhibiting shame, embarrassment or guilt. It is an approach to nourishing your body without discerning some internal message that says what you've chosen isn't "good" or "right" and giving

adequate time and attention to body cues that indicate you are getting full or near satiation.

Infants and toddlers are perfect examples of intuitive eating. They have not been indoctrinated with the many rules and phobias surrounding food, meals, weight and body image. They eat to their hunger and will drop the breast or bottle or throw food on the floor when they have had enough!

Their bodily needs are

instinctually met if the person providing their meals doesn't step in with another idea of what and how much should be eaten. Parents are often tempted to offer such comments:

- "You can't have any of this until you finish that."
- "Don't you want to have more of your vegetables?"
- "You won't grow up to be big and strong like Daddy!"
- "We can go out for dessert because you were good and used your potty chair today!"
- "You are going to get fat if you eat that!"

Do these statements sound familiar to you? Do you struggle with rules of eating centered around food, weight and body image issues? Do you have a history of losing and gaining weight since young adulthood and feel bad after an attempt doesn't bring the intended results or you quickly revert to your former weight?

If so, you will want to learn more about intuitive eating as a way of freeing yourself of the bondage of constantly thinking what you like to eat and what satisfies you is somehow

wrong. It is time to be free of the obsession of the everyday struggle with food and weight monitoring and feeling guilty because you've chosen a particular food or your weight lies within a certain number on the BMI (body mass index) chart.

Get started right now by reading the following basic principles of intuitive eating. Learn how to normalize your food and eating behaviors and arrive at a healthier weight without all the usual anguish of the twice-yearly restriction diet.

1 Toss the weight loss "diet" mentality. **■ Make peace with food while challenging the Food Nazi!** Right now, give yourself the unqualified permission to eat any food you like. There are no good or bad foods; they just are foods. Some have more nutrients or calories than others, but for now, forget that and concentrate on what you'd really like to eat without invoking guilt or shame or apologizing for your selection.

The result? You will begin respecting the body you are in, that it has a definite genetic make-up and that you cannot change it into something it can never be just through restricting what you eat; that you will cease to invoke intense cravings for certain foods because you have given yourself permission to eat them whenever you like and, finally, that you will no longer pass judgment on yourself because you ate a perceived "bad" food or ate it at the "wrong" time or that the scale shows a certain number! Doesn't that sound freeing?

"There are no good or bad foods. They just are foods."

2. Trust your body's natural hunger signals by feeding yourself when you are truly, biologically hungry and listening to your body's cues indicating you are beginning to become satisfied. When you learn to eat primarily to satisfy your biological needs of the foods you prefer to eat and not just eat to "clean your plate," you will require much less food.

The result? You will be more satisfied with the quality of your dining experience, you will appreciate the value of food in your life rather than an experience to be avoided or dreaded, and you will ultimately attain a healthier

weight, which was your objective in the first place.

3. Identify your feelings and nurture yourself without using food. Were you given a sweet treat when you first scraped your knee, cried over a pet's death or missed being chosen for the softball team? Did this solve your problem? Food is a short-term solution to dealing with natural human emotions such as boredom, anxiety, loneliness, anger or frustration.

The result of learning to eat intuitively? As you become more in touch with your feelings and, simultaneously, are committed to learning a more mature way of dealing with them, you will experience fewer and fewer "food hangovers" and the discomfort excess food causes the body and your self-esteem.

Respect your health by practicing "gentle nutrition" and be active to promote overall well-being and contentment, not just to burn calories and lose weight. Doctors, nutritionists and medical researchers all want the general public to enjoy a long, healthy life by following certain practices. Some of these admonitions have failed to recognize each person's individuality and genetic make-up. They have inadvertently created phobias around food and eating habits.

No one follows a perfect meal plan or exercise pattern every day. No one food or meal will result in immediate disability or medical danger.

Your taste preferences determine what will and will not be eaten; you must respect your own preferences. It is what you choose over a period of days and weeks and months that will, to a large extent, determine your health.

Judy Trumpy is a registered, licensed dietitian and nutrition counselor in the Department of Student Affairs-Residential Dining and Thielen Student Health Center, and maintains a private practice, "NutritionCoach" at HealthWise Resources, 327 Sixth Street, Ames. Judy can be reached at 231-6863.



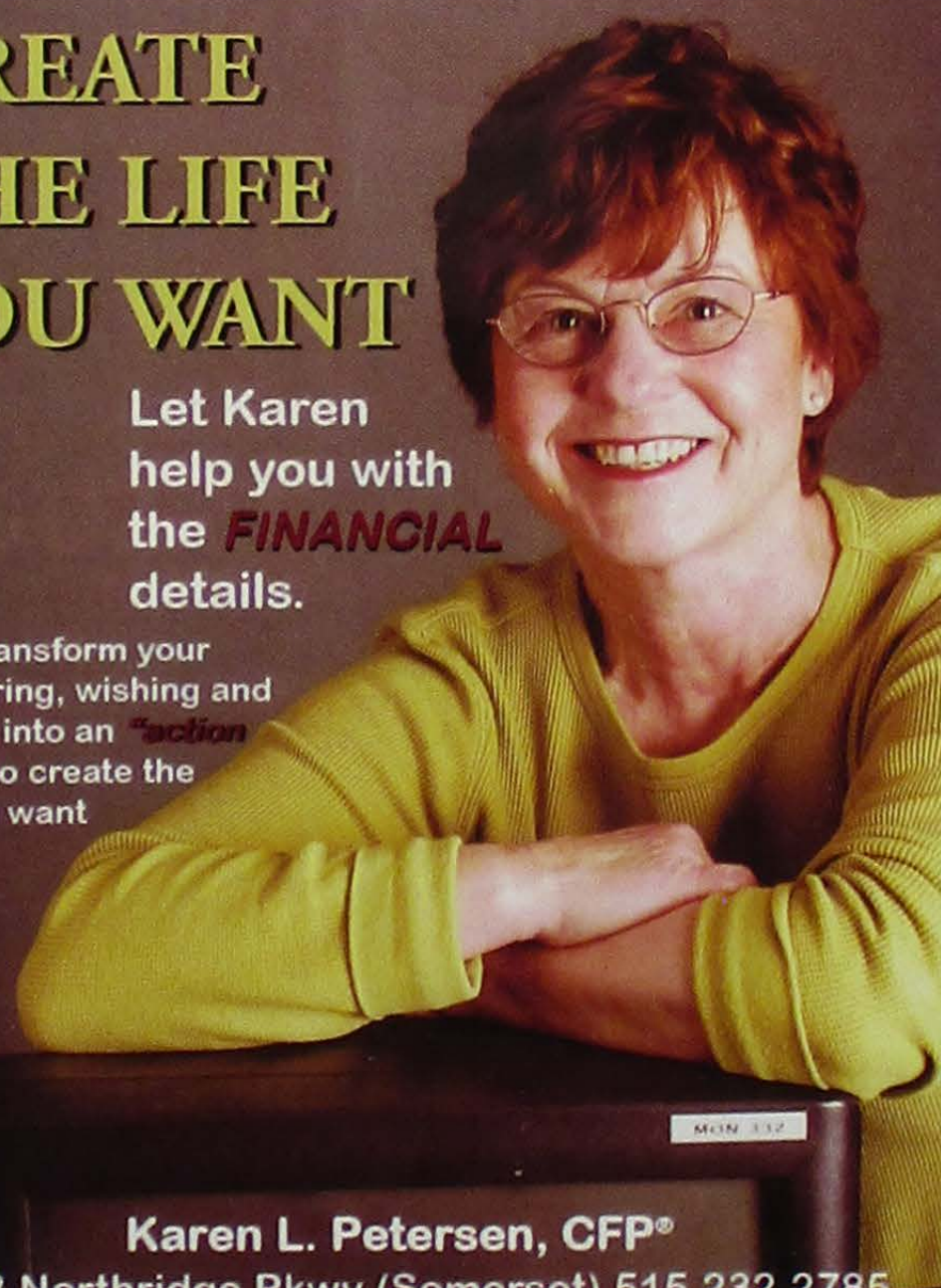
Now is the time to learn more about intuitive eating.

Registered dietitians Evelyn Tribole and Elyse Resch have written the book "Intuitive Eating" (2003). The authors present many examples and case studies of their clients who have been brought back from cyclical dieting and self-loathing and successfully practice intuitive eating.

CREATE THE LIFE YOU WANT

Let Karen help you with the **FINANCIAL** details.

I will transform your wondering, wishing and hoping into an "action plan" to create the life you want to live!



Karen L. Petersen, CFP®
2613 Northridge Pkwy (Somerset) 515.232.2785
Karen@myMoreThanMoney.net

because life is...More Than Money

Fresh

from the

Emerald Isle

When St. Patrick brought Christianity to Ireland, the native people worshiped a sun god, which they symbolized by drawing a circle. To explain his faith in a way the native people could understand, Patrick drew the Christian symbol of the cross on the circle. In doing so, he created the Celtic cross echoed on the top of every loaf of Irish soda bread.

[FOOD BITES]



photos by Jolene Philo

by JOLENE PHILO

The signs of spring —

melting snow and tantalizing whiffs of spring air — bring out the Irish in central Iowans each March. You can celebrate the rich Irish heritage brought to our state in the early 1900s by baking some Irish soda bread. This crusty bread is a delicious companion to Irish stew, perfect for the chilly March days that act more like winter than spring.

Irish Soda Bread

4 1/2 cups flour	1 teaspoon soda
3 tablespoons sugar	6 tablespoons butter or margarine
1 tablespoon baking powder	2 eggs
1 teaspoon salt	1 1/2 cups buttermilk

Preheat oven to 350 degrees. Thoroughly grease a 1 1/2 quart round casserole dish. In a large bowl, mix all the dry ingredients together with a fork. Cut in shortening until the mixture resembles coarse crumbs. In a cup, beat the eggs slightly with a fork. Remove 1 tablespoon and reserve. Stir buttermilk and eggs into flour mixture with fork until flour is moistened. (Dough may be sticky.) Turn dough onto a well-floured surface and knead with hands about 10 strokes to mix dough thoroughly. Shape dough into a ball and place in a casserole dish. Use a sharp knife in the center of the ball of dough to cut a four-inch cross about four inches deep. Brush dough with the remaining egg.

Bake bread one hour or until a toothpick inserted in the center comes out clean. Cool in bowl on a wire rack for 10 minutes. Remove bread from casserole and let the loaf cool completely on the wire rack.



Jolene Philo is a freelance writer who lives in Boone. She can be reached at philo@copper.net.

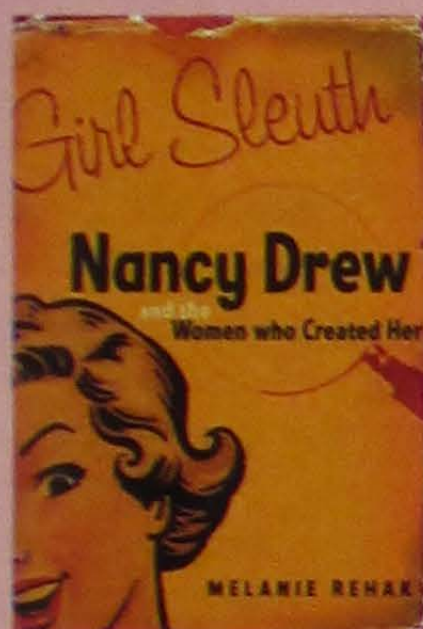


[BOOK NOTES]

Whodunnit?

Many women, if you want to know who wrote the Nancy Drew series

By MARISA MYHRE



This month I chose a book that has it all:

- A story of women who have left a literary legacy.
- Women making their way in what was considered a man's world.
- And, best of all, an Iowa native is among them.

"GIRL SLEUTH: NANCY DREW AND THE WOMEN WHO CREATED HER"

by MELANIE REHAK

Nancy Drew is a well-known name to all teenagers, whether they ever picked up the detective books or not. But most casual readers are not likely to realize that many women have written about this girl sleuth under the pen name of Carolyn Keene, the name still found on the books published today.

In "Girl Sleuth," Melanie Rehak follows the Nancy Drew books from their earliest inception through the changes from generation to generation.

The story starts with a man, Edward Stratemeyer, the publisher of serials such as the Bobbsey Twins and Hardy Boys. Looking to get into a girl's line, he meets Mildred Augustine.

The book has a rather scattered way of introducing a new character. Each time someone is introduced the author jumps back, even going back to the subject's parents. Time is constantly shifting, as is the location, which can make it difficult to keep it all straight.

But whatever might be added in confusion the author makes up for in painting a vivid picture. Rehak gives the reader a vision of small Ladora, Iowa, where Mildred was born, a town her parents helped build. It's a place that is returned to often as Mildred cares for her parents even

after moving out of the state.

Rehak includes much of the history that surrounded the women's lives. She gives an in-depth history of women's education, a World War I history lesson and a large amount of information on the women's sports teams at the University of Iowa where Mildred gathered an extensive education.

With the history lessons and the detailed descriptions, Rehak doesn't just talk about her subjects; she puts the reader into her subjects' lives.

Rehak also reveals the interesting way in which the Nancy Drew books were written. For each story, Edward put together an outline of what he wanted and sent it to Mildred for her to write. Rehak gives a peek into the unique way the two authors worked together to create the tales.

After Edward's death, two new women took the spotlight: his daughters, Harriet and Edna.

Rehak follows Harriet her through her college years (offering yet another in-depth history of the school) and into her father's business. At first, the girls tried to sell the publishing company, but as times were hard, no one was eager to buy it. Instead, Harriet and Edna plunged into the male-dominated world of publishing.

With no particular talent for writing, they studied their

father's work, learning how he wrote the outlines for Nancy Drew and continuing to work with Mildred.

Rehak follows the girls through the rest of their careers, with and without Mildred. Mildred lives through the Depression, through children and family illness, while the girls struggle through squabbles over money matters and the handling of the business.

The Nancy Drew books changed through the generations, and the name was affected by the mishandling of television and movie licensing. Rehak describes all this, as well as the attempts to keep Carolyn Keene's true identity a secret as others claimed the title.

The author adds her own admiration, lovingly adding quotes from the books and describing plot lines as only someone desperately enamored of the series could.

In the end, this book is a fantastic history of the country, of women in education, of them entering the man's world of publishing, and the way a written legend came into being and maintained her popularity through the years.



Marisa Myhre lives and works in Ames. She can be reached at 233-3610 or marisamyhre@hotmail.com.

Fitness evolution

Personal trainer has a history of success

By Debra Atkinson

From leg warmers and leotards, isometric exercise and high-impact aerobics to yoga, pilates, and sports specific training, fitness trends have come and gone, yet some are here to stay.

Likewise some fitness enthusiasts, fitness professionals and January resolution-chasers come and go, while some create their own history of movement and consistently stay the course.

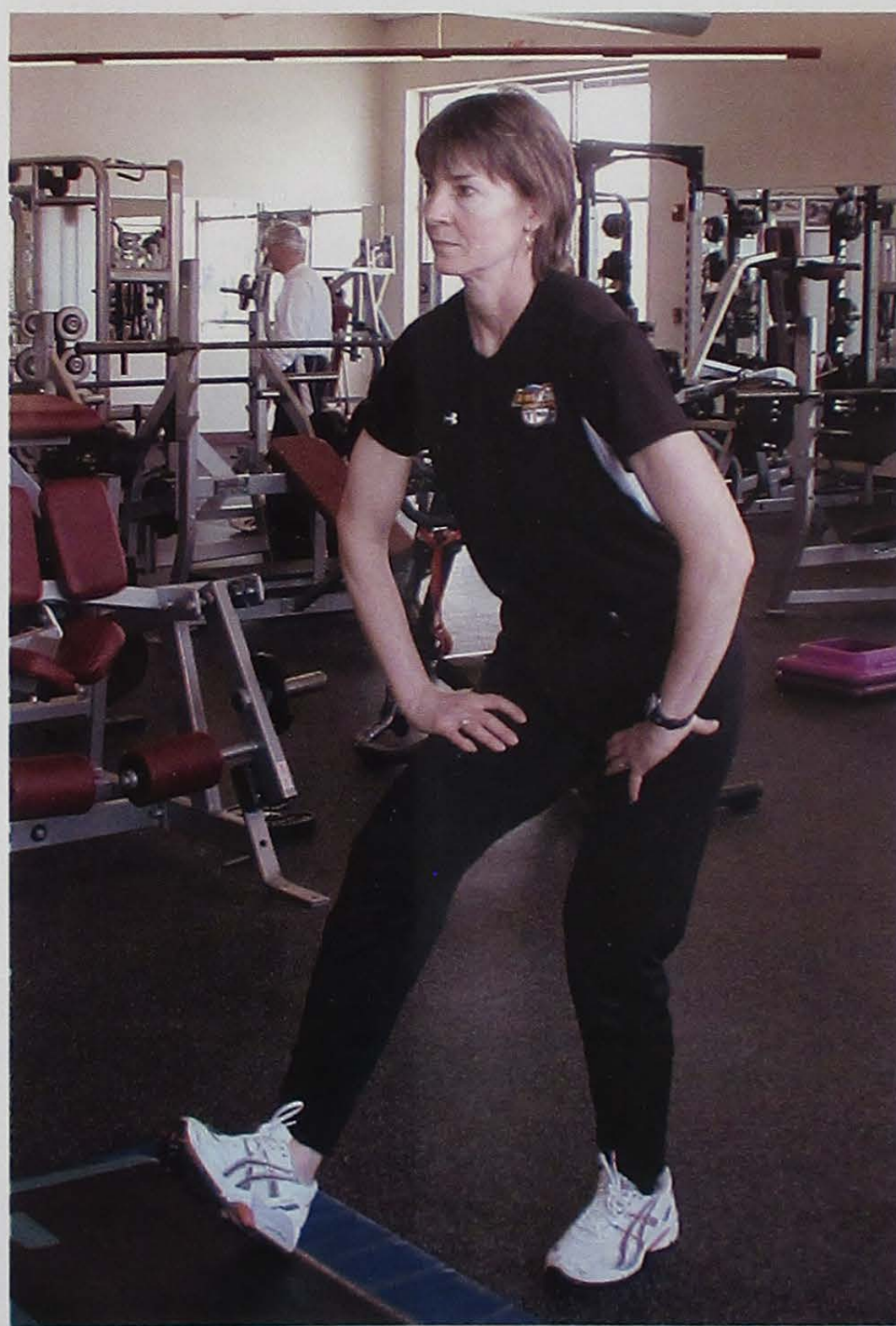
How does a dedication to fitness that has spanned well over three decades change over time?

"I am much gentler with myself," said Karen Clark, personal trainer at Ames Racquet & Fitness Center. "I know a little pain today can mean a big pain tomorrow and keep me from doing what I want to do."

Clark, who began swimming competitively in fifth grade, is no stranger to training, either herself or others. She and husband Jim opened Ames Total Fitness Center in 1984. In addition to teaching group fitness classes and personal training, she continued to compete as an adult in triathlons, and has done well. It wasn't unusual for her to place or win in her age group.

Though she once was a runner first and foremost, she now finds herself better at cross training. She's found that in order to run faster she doesn't necessarily have to do more running.

Many middle-aged men and women are finding their way either back into, or into



Karen Clark has learned to focus on flexibility in her workouts.

the gym for the first time to strength train. The natural loss of lean muscle tissue begins in

the 30s, which many begin to notice as "soft" sets in.

Clark always felt strength

training was important, so she has never dropped that from her schedule. Still, she does wish when she was young it had been emphasized more.

"I think I would have been a better swimmer and runner," she explained.

What has changed most about her habit is the fact she works on flexibility much more now.

"I've always preached it. Practicing it is different!" she said.

She now spends 20 minutes after a workout on flexibility alone, focusing on the basics. She's motivated by improving problems she's had with her hips. Her athletic roots prevail.

What's in store for Clark in the next five years? As of Christmas, she is the owner of a kayak, so that is certain to be a greater part of her near fitness-future. But in her matter-of-fact words, "It doesn't enter into my mind that I won't be able to do whatever I want to do at any age."

Even as her children's sports participation minimized

BY SMALL DOG PRODUCTIONS/232-3203

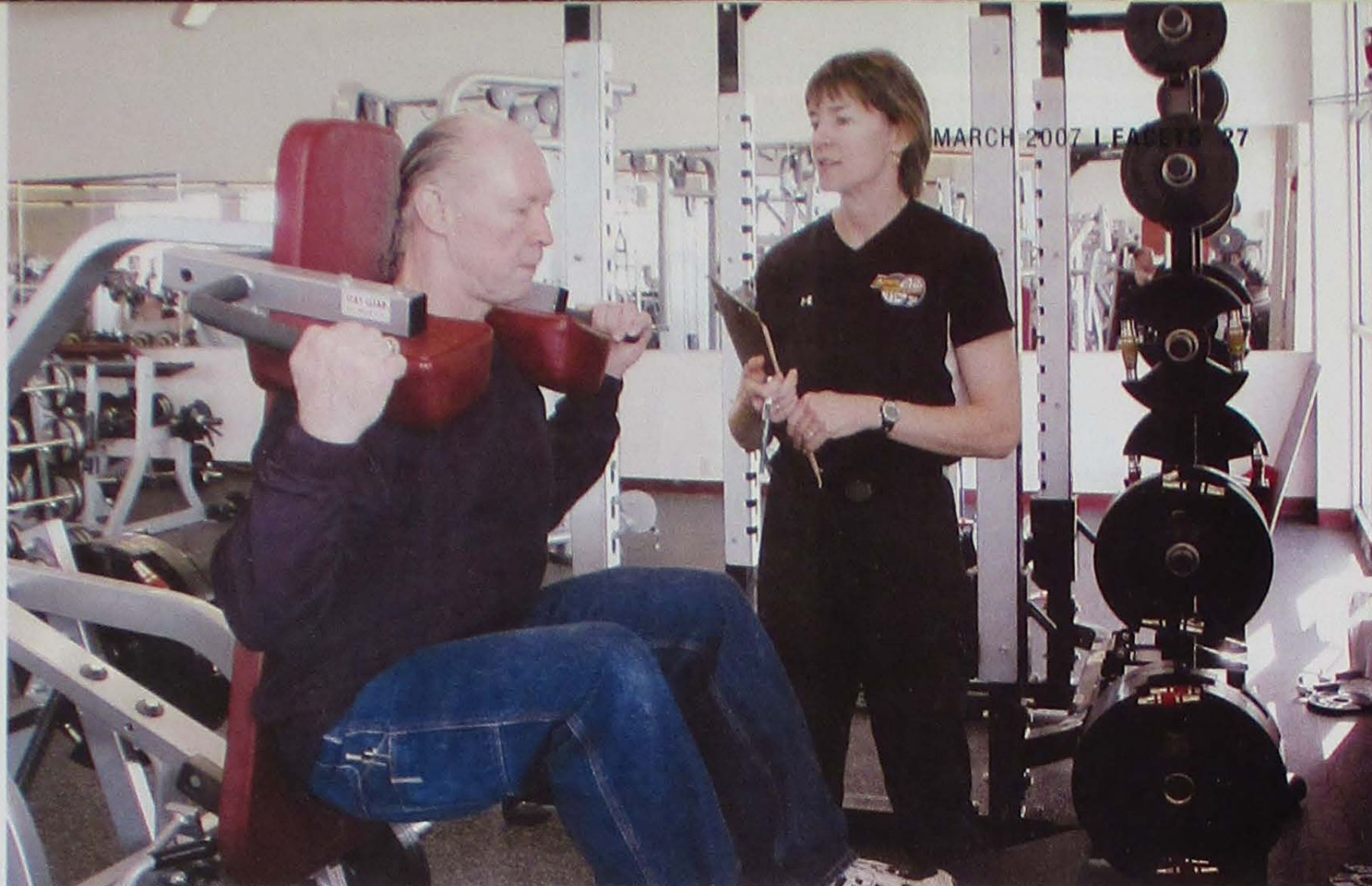
her own, she knew she'd get back to it. Three active sons' sports have kept her hopping, but not running, swimming or biking as much.

"I've still never seen myself out of it," she said.

How has nutrition history come into play for an active, optimistic, athletic woman? It's all good, but she'll tell you it's not perfect. She'll also tell you that Jim might volunteer that she's a big junk food eater. In truth, she loves fruits and vegetables and eats meat, but it isn't a huge part of her diet.

"I don't ever tell myself I can't have something, because then I'll want just that," she said.

There's a theme of moderation in the present as well in the past for both Clark's activity and her fueling habits. It's a lifestyle that extends to family vacations with her siblings' families. The person planning



Karen Clark, a personal trainer at Ames Racquet and Fitness Center, knows the importance of strength training.

the vacation has to research the hiking or biking options of a particular locale, for instance. She adds that the visit to a winery might also be a part of the plan.

Activity, nutrition, consis-

tency and exploration all add up to a long history of success where health and fitness is concerned. For Clark, consistent, not perfect has created a fitness history pointing to a promising active future.



Debra Atkinson is a senior lecturer in the Department of Health and Human Performance at Iowa State University and personal training director at Ames Racquet and Fitness Center. She can be reached at 296-2989.

it's time for a colorful transition!

live life enjoy color

fresh produce TRANSITION 2007

Comfort, fun & color

The Shoppes on Grand

6th & Grand • Ames • 515-233-6010

"Sandals for every walk of life."

MINNETONKA SANDALS available at

The Shoppes on Grand

6th & Grand • Ames • 515-233-6010

Broken dreams can be a gift

By JOANNE PFEIFFER

My divorce shattered my dream of a perfect marriage. No one in my family, immediate or extended, had ever gotten divorced, so I felt even more isolated. I remember saying, "I won't be afraid to die, because I have already died."

Three years after my divorce, coming through this dark tunnel into the light, I remember telling my friends, "My divorce was a gift that made me grow up." Since my childhood, I had wanted to be a mother, and my husband came to a decision that he did not want children. My first idea after being out of my "box" was to adopt a baby girl, a child I had always wanted.

How many times in a lifetime, or even in a day, do we experience broken dreams? In writing this very article I found my dream of writing this "amazing article" shattered when my friend, critiquing my hours of writing, said, "This needs a lot more work."

As I was driving home from that session, an image came to my mind of an empty glass falling to the floor and shattering into a hundred pieces. Then I saw the pieces being put together with grout into an amazing stained glass goblet to hold a candle.

When the candle was lit, it gave light for all in the room to see.

In that image, I could see that my writing, and my life, could yet become something beautiful.

Take time to reflect, to shed light

Reflection seems to be something we take time to do when everything else is done. Historically, it was common in many communities to pause three times a day — morning, noon and night — to lift the hand from the plow and with head bowed turn inward. To reflect means "to throw back light." We need all the light we can get to show us where we have been and where we are going throughout our day and our lives.

Just as an artist reflects over broken glass and intuitively is guided to take the next step, we too can reflect on the meaning of our broken dreams and discover new possibilities of how to turn these shattered pieces into a glowing vessel.

Women are so fortunate, for we can confide with our women friends and be supported as we consider the next step. I remember calling my sister in total devastation, saying my husband wanted a divorce, and I

now was thinking of adopting a baby. My sister said three words I shall never forget: "Go for it!" At that moment, a wall came down. I found myself with new energy and new life.

Birthing of all new life is a struggle

To create something out of shattered pieces is no easy task. It's work, and it takes time and patience. Birthing of all new life is a struggle; even the butterfly struggles to come out of its cocoon.

After a disappointment, part of us feels hurt and then anger. This is a normal response; we want it all to be right. And part of us also knows we can move on, but it will take what can be the biggest struggle of all: letting go, surrendering. Surrendering is often thought of as "giving up" and belonging to the weak, but it is often only accom-

plished by the strong of heart.

Giving up sometimes can be necessary to make room for a new beginning, but first what didn't work has to be let go. A tree surrenders its seeds in the fall, and these seeds become new trees, new life. Once we see the negative results from holding on to our anger, we can give it up. Then we are free to look at how to use the precious pieces to build a more beautiful life.

Once our feelings are calmed, we can use our energy toward a commitment to building our new dream. This dream takes us a notch above who we are. This is truly a gift. I know, for I have two wonderful children, Jessica, 23, and Julia, 14, and I love every moment. Well, almost every moment. Sometimes there are still shards of glass to pick up. But the reflecting, the birthing struggle and the surrendering were all more than worth it.

Joanne Pfeiffer is a nursing instructor at Grandview College. She teaches a course for women called "Nurturing Well-being" to help students reach their potential in all aspects of their lives. She can be reached at jimphealth@aol.com.



Joanne, Jessica and Julia, at Jessica's graduation from Wartburg College

HyVee[®] Vision Center

3800 Lincoln Way • Ames • 292-4269



Dr. Kristie Semrow

**Come to the
Hy-Vee Vision
Center and meet
Dr. Kristie Semrow.
She is an ...
ISU Graduate
A Mom
and A GREAT 'Doc'!
Stop in today to
see what you
are missing!!**

3800 West Lincoln Way • Ames • (515) 292-4269

Vision Center Hours: TU, W & TH 9A-8P • M & F 9A-7P • SA 9A-5P • SU 1P-4P

Most Insurance Plans Accepted. Evening & Weekend Appointments Available.

**Buy 1 Frame
GET THE 2ND FREE**
(of equal or lesser value)

**& 1/2 OFF
YOUR 2ND PAIR OF LENSES**

**HyVee
VISION
CENTER**

LU# 560

Discounts valid only at 3800 Lincoln Way, Ames, IA. Not valid in combination with any other offers or discounts. Expires 04/30/07

**FREE
EYE EXAM**

(\$49 Value)
with any Vision Center
purchase of \$150 or more.

**HyVee
VISION
CENTER**

LU# 562

Discounts valid only at 3800 Lincoln Way, Ames, IA. Not valid in combination with any other offers or discounts. Expires 04/30/07

**CONTACT LENS PACKAGE
EYE EXAM
& 4 BOXES**

of any spherical 2-week disposable contact lenses

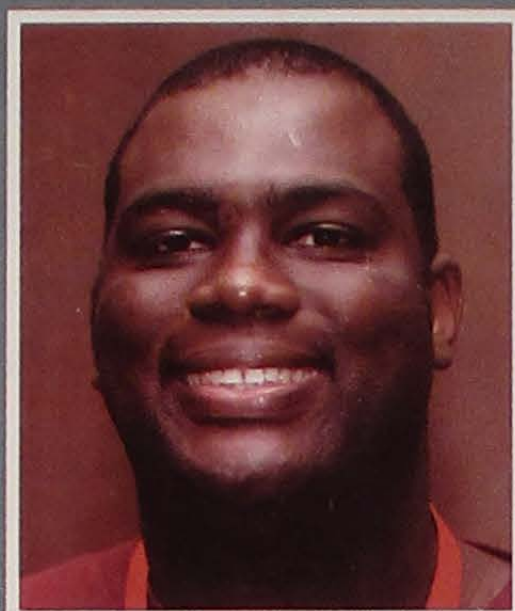
ONLY \$149

**HyVee
VISION
CENTER**

LU# 563

Discounts valid only at 3800 Lincoln Way, Ames, IA. Not valid in combination with any other offers or discounts. Expires 04/30/07

Facets Faces



Participants of
Iowa State University's
Multicultural Leadership
Summit, held Feb. 9 & 10
at Iowa State University
*Watch for these faces to be making a difference
in leadership positions near you soon!*



hue & cry

Definition: Any loud clamor or protest intended to incite others to action.

Editor's note: In the spirit of breaking new ground, Facets welcomes a new writer to Hue and Cry this month as Jolene Philo tells us about the small steps for great progress her mother made for women in the teaching profession. Watch for more of Jolene's writing in the coming months.

I will still write this column occasionally, but Hue and Cry is intended to be a call to action, and when another person can issue that call with more authority than I can, I will welcome her voice to this page. — Heidi Marttila-Losure

Doing something with an ordinary life

By JOLENE PHILO

I'm an ordinary woman with an ordinary life.

So sometimes when I read about women like Karla Embleton and Megan Selheim, with their engineering degrees and careers in technology fields, I'm intimidated. My achievements will never match theirs. And I certainly don't have Janice Coble's talent to start a chocolate business or Neta Snook's passion to rebuild airplanes. I'm too ordinary. But over the years I've learned that I use my ordinary life as an excuse to do nothing, to stay safe and comfortable in my everyday existence.

Then I think about my mother, Dorothy Stratton.

She was an ordinary teacher in the late 1940s and early 1950s. While her fiancé finished college at Iowa State, she taught for a few years in Roland. After their wedding, she snagged a teaching job in Nevada. Previously that job was closed to her because the school district only hired married women, most of them young and recently wed. Married women, so the district's official reasoning went, were of finer moral character than their single counterparts.

This reasoning worked just fine until a procession of young married teachers of fine moral character informed the superintendent, mid-year, that they were pregnant and therefore resigning their positions. In the thinking of that day, any obvious evidence of pregnancy negated any previous fine moral character and threatened to corrupt schoolchildren.

When my mother joined the procession, the superintendent blanched.

"Your due date?" he asked.

"Late August. I'll resign before I start showing," she promised.

Her boss made an unprecedented request. "Would you mind finishing out the year? So many pregnant teachers have resigned that I can't find replacements for all of them. Please,

would you talk it over with your husband?"

So my mom, an ordinary woman with an ordinary woman's job, decided to do something a little risky in 1953. She taught while visibly pregnant — only to help out the superintendent, she was always quick to say.



Dorothy Stratton, at her college graduation

This scenario repeated itself six years later, when Mom resumed her teaching career in Malvern after my father was diagnosed with multiple sclerosis. She signed a teaching contract, and within a few months discovered she was pregnant, due in April. Despite her inroads in Nevada, pregnant teachers were still taboo in most school districts. She told the superintendent about her condition and offered to resign. "No," this kind man said. "Your family needs the job."

And my ordinary mother, with an ordinary woman's job, did something quite unusual for 1959. She taught until just a few weeks before her due date — only because her family needed the job, she was always quick to say.

A few years later, she stood before the school board in Le Mars. She petitioned them about the "head of household" clause in her contract, a standard practice in the early 1960s that granted male teachers higher salaries than female teachers.

"I need that pay," she explained. "I'm the head of our household. My husband can't work."

The next year all teachers in the district received equal pay because an ordinary woman with an ordinary job asked an obvious question — only because her family needed the money, she was always quick to say.

Because of her actions and those of other ordinary women, I could teach school until the day before my son was born. Because of the efforts of ordinary women, female teachers now receive paychecks equal to those of their male counterparts, and they don't give such equity a second thought.

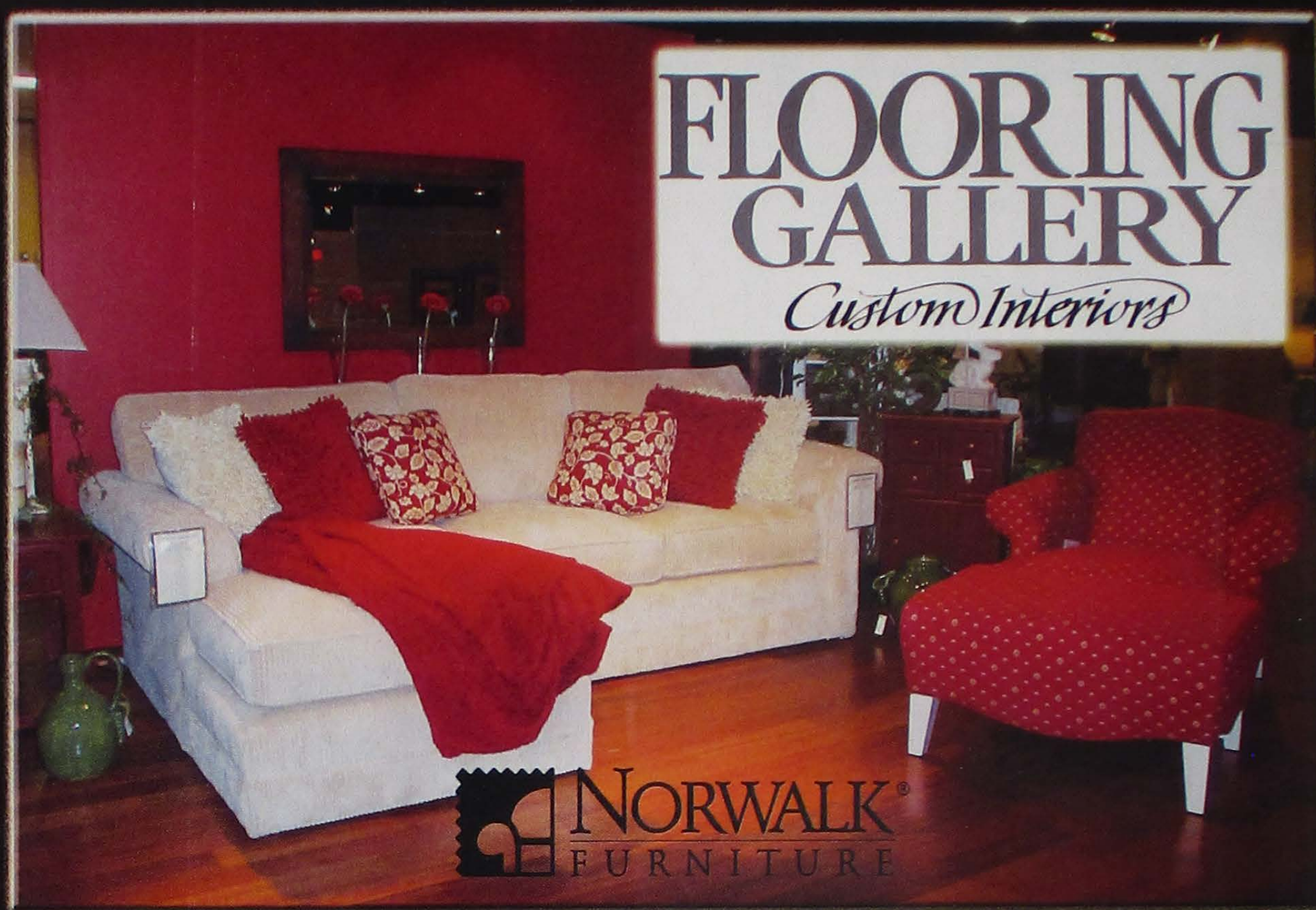
So here I am, and here you are. We're ordinary women with ordinary lives. But when we consider our families, our children, and their future, we are forced to abandon the excuse that ordinary women like us can't do anything that measures up to the accomplishments of the Mary Greeleys and the Cynthia Kellogg Duffs in our town. Though we may never have hospitals or streets named after us, the truth is we can do something in the place where we live.

If we look for ways to make a difference, we can find them. Some ways can be quite ordinary, as we coach ball teams or lead scout troops. Some can be riskier, like following traditionally male career paths or running for office. We do some from the sidelines as we teach our children to treat others, men and women alike, with kindness, respect and equality or when we encourage our daughters to pursue studies in areas still closed to women.

And as we watch younger women break ground where we could not, we can tell them our stories and the stories of the women who came before us — and remind them of their power as ordinary women living everyday lives.



Jolene Philo is a freelance writer living in Boone. She can be reached at philo@copper.net.



Ready For A Spring Make Over?

Let Our Design Consultants
Create A Room Plan Just For You!

Flooring, Furniture, Accessories, & Window Treatments!
Stop In Today And Schedule An Appointment.



Easy Credit
90 Days Same As Cash!
12 Month No Interest, No Payments!
310 S. 16th St. Ames 515.232.2200
3102 S. 6th St. Marshalltown 641.753.3369